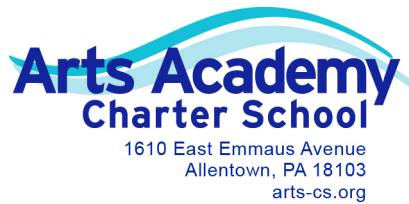


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## Board Policy 4.4

# Naming Rights

### Purpose

The purpose of this policy is to establish the criteria and procedures for granting naming rights in relation to school facilities and property.

This policy does not cover scholarships or research grants.

This policy establishes an equitable process by which the Board of Directors can assume its responsibility for naming school facilities.

### Authority

Prior to formal action by the Board of Directors, the nomination shall be referred to the Executive Director and followed by a review of the Executive Committee. Subsequent to discussion and consideration, the committee, if the nomination is found to be acceptable, will make a recommendation on the nomination to the Board of Directors for formal action. The AACCS Board of Directors shall determine and/or approve the naming title, all design considerations such as colors, shapes, and sizes along with the location of any and all signage or fixtures to be displayed in and/or on school facilities and/or equipment.

Once a facility has been officially named, it shall not be renamed except for compelling reasons to be determined by the Board of Directors. The school shall not grant a naming right without the informed consent of the named party or the named party's legal representative. The Board of Directors reserves the right, in all cases, to refuse to name a particular facility/piece of property.

### Two Types of Naming Rights

There are two (2) circumstances in which naming rights may be granted:

1. Naming Rights in Consideration, and
2. Naming Rights in Recognition.

The following criteria may be considered when naming school facilities.

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### **Naming Rights in Consideration**

“Naming Rights in Consideration” are granted in consideration of financial contributions, sponsorship or other commercial transactions. Naming rights may be granted in return for provision to the school of an appropriate financial contribution or sponsorship, including provision or supply of equipment, materials, land or services. It is expected that a specific agreement about the nature of naming right would be drawn up between the parties or their representatives, such agreement to be governed by the provisions of this policy. All such agreements are subject to the school’s requirements for contracts, as set forth in the School Code and related regulations, including bidding requirements for school contracts. Nothing in this policy shall be construed as to provide a provider of goods, services or financial contribution as an automatic naming right. All such rights are subject to Board of Directors’ approval under the terms of this policy.

### **Naming Rights in Recognition**

“Naming Rights in Recognition” are granted in recognition of any significant contributions to the school that it wishes to honor. These contributions can be financial or other gifts from donors, or meritorious service, and is at the sole discretion of the Board of Directors in agreement with the party or their representatives. Naming rights may be granted at the sole discretion of the Board of Directors in recognition of the party it wishes to honor.

One (1) of the following three (3) criteria must be fulfilled in order for the granting of naming rights in recognition to be considered:

1. Recognition of outstanding service to the school; or outstanding service to the community.
2. Recognition of the achievement(s) of distinguished alumni.
3. Recognition of a noteworthy financial or other contribution from a donor (be it way of donation, bequest, sponsorship, etc.), such contribution being voluntary and not rendered in consideration of the granting of naming rights. The school may solicit suitable donations from the advocates of such recognition, particularly if the request comes from other than family members.

The granting of naming rights in recognition is at the sole discretion of the Board of Directors, with the agreement of the party or their representatives.

### **Granting Naming Rights**

In granting naming rights, either in consideration or in recognition, due regard should be taken of the need to maintain an appropriate balance between commercial considerations and the role which names of buildings and space play in contributing to the school’s sense of identity as well as in assisting students, staff and visitors to orient themselves within the campus/facility.

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Any and all entitlements and attributions granted in conjunction with naming rights, including but not limited to signage, must be approved by the Board of Directors prior to installation in or on school property. Any permanent or nonpermanent fixtures shall become the sole property of the school.

The granting of naming rights must always be consistent with the school's vision, mission and shared purpose.

The long-term effects of the naming rights must be considered.

#### Personal Names

For a facility to be named after a person, that person shall be of exemplary moral character; have made an outstanding contribution to education, humanity or community; or have displayed outstanding leadership; or be a person of historical significance. It shall be the responsibility and right of the Board of Directors to determine whether the person meets these criteria.

All naming of facilities after an individual must be done posthumously. Facilities may not be named after a living individual.

The Board of Directors reserves the right to revoke the name should it discover information about the individual that would lead to the individual not meeting the requirements set forth herein. Facilities may be named after major contributors to the school. The Board of Directors will evaluate the financial value of naming rights based on a review of the market for naming rights.

#### Company, Group or Product Names

If named after a company, group and/or product must, as determined by the Board, have and maintain an exemplary record and positive public image. The Board reserves the right to revoke the name should it discover information about the company, group and/or product that would lead to the individual not meeting the requirements set forth herein.

#### Transferability

Naming rights in consideration are not transferrable. The right to update an already-established name (eg., if a company or individual's name changes) may, but is not required to, be granted by the Board of Directors. The cost of such update shall be the exclusive responsibility of the party requesting the update. Where a name no longer accurately reflects the name of the original individual/entity, the name may be removed unless an update is agreed-upon by the school and the named individual/entity.

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### Right to Govern Use

The school retains all authority to govern the use of the facility being named and/or to make changes with regard to the use of any particular facility at any time.

### Early Termination of Naming Rights

#### **Termination by the School**

AACS shall have the authority to revoke the naming of a facility for compelling reasons as determined by the Board of Directors at anytime. Any prepaid financial contributions will be proportionally refunded except in the case of termination prompted by a company or product's tarnished public image.

The Board of Directors reserves the right to revoke the name should it discover information about the company, group and/or product that would lead to the individual not meeting the requirements set forth herein.

The Board of Directors shall remove the name of a facility where/when the name no longer accurately reflects the name of the original individual/entity granted rights under this policy where such individual/entity does not agree

#### **Termination by the Named Party**

The named party may without refund of consideration, at its sole discretion, terminate its acceptance of the naming rights prior to the scheduled termination date upon request to the Board of School Directors. In such a case, the named party shall be solely responsible for all costs of removal of the names.