

FACILITY NAMING RIGHTS:

9012

There are two (2) circumstances in which naming rights may be granted: Naming Rights in Consideration and Naming Rights in Recognition. The Superintendent or designee shall create a committee to consider all requests for granting Naming Rights in Consideration or Naming Rights in Recognition in accordance with the criteria set forth below. Upon consideration, the Superintendent or designee shall make a recommendation to the Board of Trustees regarding the request for granting naming rights, based on the recommendation of the committee. An application for requesting naming rights will be used. The following criteria shall be considered when naming school facilities.

Naming Rights in Consideration:

“Naming Rights in Consideration” is in consideration of financial contributions, sponsorship or other commercial transactions. Naming rights may be granted in return for provision to the district of an appropriate financial contribution or sponsorship, including provision or supply of equipment, materials, land or services in cooperation with the district’s superintendent. The provision or supply of equipment, materials, land, or services in cooperation with the district superintendent that totals a value of 100,000 dollars or as negotiated reserves the naming rights for 5 years for larger facilities. The provision or supply of equipment, materials, land, or services in cooperation with the district superintendent that totals a value of 250,000 or as negotiated dollars reserves the naming rights for 15 years for larger facilities. The provision or supply of equipment, materials, land, or services in cooperation with the district superintendent that totals a value of 50,000 or as negotiated dollars reserves the naming rights for 5 years for smaller facilities. The provision or supply of equipment, materials, land, or services in cooperation with the district superintendent that totals a value of 150,000 or as negotiated dollars reserves the naming rights for 15 years for smaller facilities. The difference between larger and smaller facilities is determined by the school board.

It is expected that a specific agreement about the nature of naming right will 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 district’s requirements for contracts, as set forth in the School Code and related regulations, including bidding requirements for district 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 approval under the terms of this policy.

Naming Rights in Recognition:

“Naming Rights in Recognition” is in recognition of any significant contributions to the district that it wishes to honor. Such a contribution may be a gift, including financial or meritorious

service, from a donor and is at the sole discretion of the Board in agreement with the donor or a representative. Naming rights may be granted at the sole discretion of the Board 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 district; or outstanding service to the Preston 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 district may solicit suitable donations from the advocates of such recognition, particularly if the request comes from other than family members.

Facilities will not be named for persons who are employed by the district or active in its operations or those who hold public office.

Special requests to name facilities in honor of persons who have made a significant contribution to the educational system or community of the Preston Joint School District, specifically to its educational programs, will not be considered until the person is five (5) years removed from active involvement with the Preston School District.

Existing facilities named for persons of honor in the Preston Joint School District shall remain perpetual unless changed in accordance with these guidelines.

The granting of naming rights in recognition is at the sole discretion of the Board, 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 District's sense of identity as well as in assisting students, staff, and visitors to orient themselves within the campus/facility.

Any and all entitlements and attributions granted in conjunction with naming rights, including but not limited to signage, must be approved by the Board prior to installation in or on District property.

The granting of naming rights must always be consistent with the District's vision, mission, and shared purpose. The long-term effects of the naming rights must be considered. The

department/school affected by the naming right to be granted must be consulted before any decision is made.

The school board oard has the exclusive discretion to determine whether to pursue, accept or decline an opportunity to name facilities. In addition to the specific criteria identified for Naming Rights in Consideration and Naming Rights in Recognition, the patron/group making a recommendation to the Superintendent shall consider the following factors and the Superintendent shall consider these factors in making a recommendation to the Board of Trustees on granting a naming right:

1. The extent to which a naming opportunity limits or restrains the District's discretion or ability to pursue other opportunities;
2. The duration of the arrangement or agreement and the District's ability/discretion to terminate the arrangement/agreement;
3. The extent to which the naming opportunity imposes any obligation on the District, either presently or in the future, financial or otherwise and whether the opportunity is subject to conditions acceptable to the District;
4. The extent to which the naming opportunity constitutes a conflict of interest or creates the appearance of or potential for a conflict of interest;
5. The extent to which the naming opportunity affects the appearance of District property or disrupts the operation of the District; and
6. Any other information that may be relevant to the decision to whether to grant a naming right.

The patron/group shall include an explanation of how the request for granting a naming right satisfies these factors in making a recommendation to the Superintendent. The Superintendent shall include an explanation of how the request for granting a naming right satisfies these factors in making a recommendation Board. The Board has the right to reject the recommendation.

Transferability:

Naming Rights in Consideration may be traded upon agreement of the individual/entity and the Board. Traded means "to exchange or swap one naming right for another." For example, when a company changes its name, the naming right may be changed or "traded" to reflect the new name. Naming Rights in Recognition may not be traded. The District may, as it deems necessary, require the company to provide compensation for the costs of any such change. If the company refuses to or does not provide compensation for such costs, the district reserves the right to remove the name due to the fact that it no longer represents the company who received the naming rights.

Limit of Naming Rights:

On the part of the District –

The District's right to use the name and other brand elements of the named party shall only be permitted by express agreement with the named party.

On the part of the Named Party –

The named party after whom a building or facility is named shall have no rights to the purpose to which that building or facility is applied unless provided for in the specific contract between the individual/entity and the District. The contract shall not unnecessarily limit the following: progress towards the District's mission and purpose, statutory obligations, or the authority or control of the District or Board.

In turn, the named party shall bear no liability in respect of that building or facility unless provided for in the specific contract between the parties. Any such limits must be included in any naming right agreement.

Early Termination of Naming Rights:

Termination by the District –

The Preston Joint School District shall have the authority to revoke the naming of a facility for compelling reasons as determined by the school board at any time. Any prepaid financial contributions will be proportionally refunded except in the case of termination prompted by a company or product's tarnished public image.

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 school board.

Prohibited Commercial Activities:

The above procedures notwithstanding, no naming rights shall be granted to support commercial activity associated with tobacco, alcohol, illegal drugs, or weapons; which contains vulgar and plainly offensive, obscene, or sexually explicit language; advocates the violation of law or District policy; advances any religious or political organization; promotes supporting or opposition of a candidate for elected office or a ballot measure; which is associated with any company or individual whose actions are inconsistent with the District's mission and goals or community values; is libelous; inhibits the functioning of the school and/or District; or is otherwise in violation of law.

Approved: November 15, 2023