



<b>Policy Name</b>	Naming		
<b>Section &amp; Number</b>	Board – F-06	<b>Effective Date</b>	2025-03-20
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<b>Author</b>	CEO	<b>Next Review</b>	2025-09-18
<b>Policy Maintenance</b>	Reviewed by Management		

## Policy Statement

The purpose of this policy is to establish the context and protocol for naming of St. Catharines Public Library (the Library) spaces, properties, and services, such as branches, rooms, service areas, programs, or collections.

The St. Catharines Public Library Board has ultimate responsibility for the naming of its spaces, properties, and services, including the terms and conditions, regardless of whether the naming opportunity arises from a sponsorship or donation.

## Scope

This policy applies to naming of all St. Catharines Public Library spaces, properties, and services.

## Definitions

**Conflict of Interest** means any event (whether actual or perceived) in which the Library or anyone representing the Library may benefit from the knowledge of, or participation in, the acceptance of a gift.

**Donor** is an individual or organization that makes a voluntary contribution to the Library without receiving any direct material benefit or advantage. Donors typically give monetary gifts, property, or other assets to support the Library's mission and services.

**Gift** is a voluntary transfer of cash or in-kind contributions from individuals, businesses, and other sources to the Library for either unrestricted or restricted utilization in the operation of the Library. The transaction shall not result directly or indirectly in a right, privilege, material benefit or advantage to the donor or to the person designated by the donor. Gifts may be monetary (cash, cheques) or non-monetary (e.g. real property, or personal property).

**Pledge** is a commitment of a gift given over a predetermined time frame.

**Room** means a discrete space within a Library facility and includes, but is not limited to, meeting rooms, study rooms, and program rooms. This also includes outdoor spaces such as reading gardens.

**Service area** means a distinct space within a library location not enclosed by walls such as children's area, public computers, etc.

**Sponsor** is a business or organization that enters into a mutually beneficial agreement with the Library, providing financial or in-kind support in exchange for recognition, promotion, or other benefits. Sponsorships differ from donations in that they involve a contractual relationship and promotional considerations.

**Sponsorship** is a mutually beneficial business exchange between the Library and an external sponsor whereby the sponsor contributes funds, products or in-kind services to the Library in return for recognition, acknowledgement or other promotional considerations. Sponsorships involve an association between the sponsor and the Library's specific space, program, service, or activity being sponsored. A sponsorship is a contracted arrangement between the Library and the sponsor, designed to benefit both parties. It is not a philanthropic gift.

## Naming Principles

The Library is a welcoming and inclusive place that is open and accessible to everyone in our community. Any and all naming and sponsorship opportunities must be consistent with the Library's vision, mission, values, and strategic priorities.

Naming is conducted thoughtfully, with due diligence, background research, and consultation, where applicable, to ensure all names are consistent with, and strengthen, the reputation of the Library.

No commitment regarding naming will be made to an individual or group prior to the approval of the related proposal for naming by the St. Catharines Public Library Board.

Signs, print, and/or electronic materials bearing the name(s) of donors or sponsors may be posted/published prior to the fulfillment of a gift, donation or sponsorship provided there is a signed agreement between the parties and, in the case of a pledge, that the first gift installment has been made to the Library.

Library staff will customize gift terms and recognition details, such as naming opportunities and thresholds, and naming duration, for each fundraising campaign and submit to the Board for approval.

The Library reserves the right to decline any sponsorship or philanthropic act and to review such names periodically.

### **Restrictions**

The Library will not accept Naming Rights from companies or organizations that:

- Manufacture, sell or distribute tobacco and related products
- Promote consumption of alcohol, marijuana and addictive substances
- Are in business of pornography or illegal sexual services
- Promote the support of or involvement in the production, distribution, and sale of weapons and other life-threatening products
- Present demeaning or derogatory portrayals of individuals or groups or contain any message that is likely to cause deep or widespread offence

The Library Board may at its discretion overrule the established criteria.

## **Naming Guidelines**

### **Branches**

- The Library will give priority to naming its branches after their geographic location, either the community, the neighbourhood, or the street location where they are situated.
- Alternatively, consideration will be given to naming, where appropriate, after the type of service or function offered at that branch.
- Branches will not be available for philanthropic naming.

### **Rooms and Service Areas**

- The Library will give priority to naming rooms and areas after the library branch where it is located together with the function of such a room.

### **Collections**

- The Library will give priority to naming parts of its collection after the subject matter of the collection.

### **Programs**

- The Library will give priority to naming its programs after the program content.

### **Naming Opportunity with a Gift**

The Library will consider naming spaces, properties, and services after a donor or sponsor, and develop proper terms and conditions. Regardless of whether the naming opportunity is as a result of sponsorship or donation, the general policy guidelines outlined above will still apply. In addition, the following will apply:

- The Library will not engage in naming which creates the impression that the Library endorses a commercial product or a partisan political or ideological position. Names will not include any design trademarks, slogans or logos;
- Donor and sponsor names will not have prominence over the Library name and logo;
- Naming opportunities do not extend beyond the useful life of the spaces or facilities where they are located, or the duration of the programs, services, and collections being offered, unless otherwise specified in a signed gift agreement;
- Charitable donation receipts are issued in accordance with the Library's Gifts-in-Kind policy;
- Naming opportunities for people or organizations are guided by the following:
  - The amount of the gift reflects the perceived value of the space, the property, or the service to be named.
  - The name to be used is appropriate for enhancing the image of the Library in the community.

### **Removal and Renaming of Spaces, Properties, and Services**

Proposals to rename any Library space, property and service will adhere to the naming criteria outlined above. In addition, the following will apply:

- New naming opportunities may arise when a branch or area within a branch is redeveloped or renovated and will be utilized for a different purpose.
- Renaming would be dependent on the nature of the conditions contained in the previous naming opportunity agreement.
- Appropriate recognition of previous donors or honourees may be included in the new or renovated facility.
- When renaming does occur, all reasonable effort will be made to inform, in advance, the original donor, sponsor or honouree.
- Where there is risk of harm, reputational or otherwise, to the Library, the Library may in its sole and absolute discretion determine the appropriate remedy to address the risk of harm including removing donor recognition or renaming.

- The Library reserves the right to withdraw naming opportunities if a sponsor or donor defaults on a payment or payments.
- Proposals for review of existing names must be submitted to the CEO in writing and a response will be provided once the Library Board makes its decision.

Typical recognitions of donations or sponsorships for naming may include:

- Placement of the name of the naming donor or sponsor on, in, or within proximity of the naming asset or element
- Publicity or press release by the Library
- Acknowledgement in the Library's communications materials
- Name recognition on a donor wall or donor plaque (if applicable)
- First right of refusal for renaming opportunities

## Naming Agreements

When name recognition has been extended for a specific gift, donation or sponsorship received, an agreement shall be drawn up, establishing the parameters of the gift, its recognition, and a mutually agreed time frame in which the name expires, including an exit clause.

In the case of an individual, agreement to the naming proposal must be confirmed in writing with the individual to be named, and if deceased, by the immediate family.

Designated Library Staff shall:

- Solicit, receive, and develop proposals for naming opportunities.
- Evaluate Naming Rights proposals based on this Policy. The Library may solicit the expertise of an outside firm (e.g. Fundraising Consultant) to assess the costs and benefits of the proposal.
- Bring proposals for Naming Rights to the Library Board for final approval.