



**Morrisville**  
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<b>Policy Statement</b>	<b>Created:</b> May 2024
	<b>Revised:</b>
Facility Naming Rights Policy	<b>Prepared by:</b> Wil Glenn, Director of Communications & Outreach
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**PURPOSE**

The purpose of the Town of Morrisville facility naming rights policy is to establish parameters for soliciting and entering into a facility naming rights agreement to provide financial support to the Town in exchange for a name being assigned to a Town-owned building, facility, or amenity.

This policy is designed to:

- Allow donors interested in facility naming rights opportunities to easily view and understand the various naming rights opportunities available;
- Help potential donors, Town staff, and the public to better understand the procedures for facility naming rights; and
- Provide the Town of Morrisville with full and final decision-making authority on any facility naming rights opportunity.

**DEFINITIONS**

Amenity: A desirable or useful feature of a building, facility or place. This could include conference rooms, playgrounds, swimming pools or other items.

Building: A building is a specific structure owned by the Town and utilized for Town business.

Donor: A donor is a person or outside entity who provides a gift or other support to the Town in exchange for having a facility named in honor of a person, corporation, organization, or historic event or place.

Facility: A facility is a Town-owned structure or property, including but not limited to:

- Athletic fields
- Gymnasiums,
- Parks and greenways,
- Recreation and open areas,
- Shelters, and

- Other designated areas.

Gift: A gift is a transfer, or promise to transfer, money or other property to the Town without reciprocal benefit to the donor.

Naming: Naming is the temporary or permanent name assigned by the Town to a given building or facility.

Naming Rights Evaluation Committee: A staff committee composed of a member of the Senior Management Team, the Communications & Outreach Director, the Parks, Recreation & Cultural Resources Director, Finance Department, and a subject matter designee (when deemed applicable by the member of the Senior Management Team) responsible for evaluating facility naming rights proposals presented to the Town.

Outside Entity: Any entity external to the Town of Morrisville, such as an individual, company, organization or institution, with whom the Town elects to collaborate.

Tarnished Image: The result of a situation where the reputation or perception of a person, company, organization, or entity has been significantly damaged or diminished due to negative publicity, scandals, controversies, or other adverse events. The previously held positive or neutral perception has been marred by negative associations, leading to a loss of trust, credibility, and goodwill.

## **POLICY**

### **Guiding Principles**

- A. Advertising by outside entities is prohibited at Town facilities unless the advertising is under a facility naming rights agreement or allowed per a Town-approved sponsorship agreement.
- B. Facility naming rights agreements authorizing advertising at Town facilities shall contain provisions to ensure that advertising is consistent with the existing aesthetics of the facility. To the extent feasible, agreements shall specify that advertising signs have a consistent look throughout a particular facility, such as similar sizes and background colors, and that the signs are affixed in a way that minimizes wear and tear on facilities. Signage must conform to all Town signage guidelines. For proposed signs that meet all other criteria in this policy, Town Council may waive or vary UDO sign guidelines. All signs shall be removed at the end of the agreement. Signs will be installed and removed at the expense of the donor.
- C. In general, political organizations are not eligible for facility naming rights with the Town, nor are businesses, organizations or individuals whose primary products are firearms, tobacco, hemp and/or CDB products, alcohol, and/or any other subject matter not deemed appropriate by the Town Manager and/or Town Council.

In considering proposals for the naming or renaming of a facility, the following general principles will be considered either individually or collectively. When naming a facility, the proposed name shall have one or more of the following attributes:

- A. Engender a positive image;
- B. Be appropriate, having regard to the facility's assets, location or history;

- C. Commemorate places, people or events that are of continued importance to the Town, region, state, or nation;
- D. Have symbolic value that transcends its ordinary meaning or use and enhances the character and identity of the facility;
- E. Recognize outstanding accomplishments by an individual for the good of the community. Quality of the contribution should be considered along with the length of service by the individual; and
- F. Avoid undue commercialization of the facility if it accompanies a corporate gift or sponsorship.

## **Procedures & Guidelines**

Approval of the naming of Town facilities shall be the function of the Town Council. The Town Council may name and rename any facility at its discretion, consistent with contractual and other legal considerations.

### **Naming**

The Town will consider naming requests within the following broad categories:

#### **A. Major Gifts**

A significant donation may be made to the Town that may add considerable value to the Town and/or the Town's facilities. On such occasions, recognition of this donation by naming or renaming a facility in honor of, or at the request of, the donor should be considered consistent with this and other Town policies.

As a guideline, a gift for naming a facility ordinarily should equal:

1. At least one-third of the total project cost for constructing or acquiring the new facility; or
2. At least one-third of the total project cost for renovating an existing facility; or
3. At least one-third of the portion of the total project cost that is to be raised from the private sector if state or other funds are funding a portion of the project cost for a new or renovated existing facility; or
4. At least one-third of the replacement cost of an existing facility not undergoing renovation.

Corporate or other organization names may be used to name any Town facility. As with individuals honored with facility namings in the Town, corporations or organizations proposed for facility namings shall have a positive image and demonstrated integrity.

In the instance of corporate or organizational namings of facilities, additional due diligence should be taken to avoid any appearance of commercial influence or conflict of interest.

## B. Fundraising Campaigns

The Town may conduct community fundraising campaigns that provide opportunities for donors to make donations to support specific initiatives. On such occasions, generally used forms of branding and advertising will include, but not be limited to, those set forth below:

1. Benches
2. Bike racks
3. Bricks and pavers
4. Dugouts
5. Shelters and shade structures
6. Kiosks
7. Playgrounds
8. Wall plaques

Other proposed forms of branding and advertising will be considered on a case-by-case basis, consistent with this policy.

## C. Historic Events, People, and Places

When a facility is associated with or located near events, people, and places of historic, cultural or social significance, consideration will be given to naming that facility after such events, people, and/or places. When considering such proposals, the relationship must be demonstrated through research and documentation, including consideration of impacts on all community members and cultures.

## D. Outstanding Individuals

The Town has benefited, throughout its history, from the contributions made by many outstanding individuals. This category is designed to acknowledge the sustained contribution that has been made by one (or more) of those individuals to the Town. Naming a facility for an outstanding individual is allowed posthumously. When requested to name a facility after a person, consideration will be given when:

1. The person was exceptionally dedicated or demonstrated excellence in service in ways that made a significant contribution to the Town;
2. The person volunteered and gave extraordinary help or care to individuals, families, groups, or support to the community;
3. The person risked (or lost) his or her life to save or protect others; and/or
4. The person demonstrated commitment to diversity, equity and inclusion.

## **Term of Naming Rights**

In appropriate instances, most often involving a corporate benefactor, a naming may be granted for a pre-determined fixed term. At the end of the term, the name of the facility shall expire but may be considered for renewal. The facility naming rights agreement shall clearly specify the period for which the facility will be named.

## **Early Termination of Naming Rights**

Termination by the Town – The Town shall have the authority to revoke the naming of a facility for compelling reasons as determined by the Town at any time. Any prepaid financial contributions will be proportionally refunded except in the case of termination prompted by a donor’s tarnished image.

Termination by the Donor – The donor may, without consideration of refund and at its sole discretion, terminate its acceptance of the naming rights prior to the scheduled termination date upon request to the Town.

## **Renaming**

For names referencing individuals, name changes will be subject to a critical review that includes consideration of the original justification for the current name, the value of the prior contributors, and the rationale for changing the name. The renaming shall follow the same procedures as naming the facility.

## **Interim Naming**

In the case of a new project that is anticipated to be named, a generic temporary name and/or number will be designated by the Town staff for identification purposes during acquisition and/or development of the facility.

## **Eligibility Criteria**

Any person, group or organization may respond to the Town’s solicitation to name or re-name a facility. Evaluation of naming opportunities shall be fair and impartial. The Town of Morrisville values and respects diversity. It is the policy of the Town to foster, maintain and promote equal opportunities. The Town shall award naming rights on the basis of the applicant’s qualifications without regard to race, natural hair or hairstyles, ethnicity, creed, color, sex, pregnancy, marital or familial status, sexual orientation, gender identity or expression, national origin or ancestry, National Guard or veteran status, religious belief or non- belief, age, or disability in accordance with applicable federal, state and local laws.

## **Research**

It is necessary that any name, especially names referencing individuals and/or families be thoroughly researched by the Naming Rights Evaluation Committee or appointee(s).

Information being researched and considered by the Naming Rights Evaluation Committee may include the applicant’s reputation and public image, lawsuits, or personal background and history. Findings such as misconduct or unethical behavior, involvement in illegal, immoral or controversial activities, regulatory violations or negative media coverage may disqualify an applicant for a facility naming rights opportunity.

## **Authority Structure for Review and Approval**

The Town of Morrisville possesses sole and final decision-making authority for determining the naming of a facility and reserves the right to refuse any naming offer. Facility naming agreement proposals will be reviewed according to the following procedures and guidelines:

- A. Naming applications will be evaluated by the Naming Rights Evaluation Committee on a case-by-case basis.
- B. The Naming Rights Evaluation Committee will facilitate the research associated with proposals. They may choose to appoint additional Town staff to assist with the research.
- C. Applications may be reviewed in consultation with the Town Attorney.
- D. A recommendation will be provided to the Town Council for approval within a reasonable period of time following the receipt of the facilities naming rights interest form. Prospective facility names may be subject to a public hearing at a Town Council meeting to gauge the support of the community.

### **Facility Naming Rights Agreement**

Upon approval of a naming rights offer, the donor and Town shall enter into a facility naming rights agreement, which shall set forth specific guidelines and requirements such as a rate chart, naming rights details, and schedule.