



Book	Policy Manual
Section	700 Property
Title	Naming Rights for School District Facilities
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Purpose

The purpose of this policy is to establish the criteria and procedures for granting naming rights in relation to district facilities and property. This policy establishes a process by which the Board of School Directors can assume its responsibility for naming school facilities.

Authority

The request to name a district facility shall be submitted in writing to the Superintendent, followed by a review of the Capital Improvements Committee. The request to name a district facility shall be submitted in writing to the Superintendent. Details regarding the naming title, 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 will be determined by the administration. The proposed recommendation(s), crafted by administration, will be reviewed by the Capital Improvements Committee. Subsequent to discussion and consideration, the administration will make a recommendation on a nomination to the Board for formal action.

Subsequent to discussion and consideration, the committee, if the nomination is found to be acceptable, will make a recommendation on a nomination to the Board for formal action.

The Dallastown Board of School 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.

The district shall not grant a naming right without the informed consent of the named party or the named party's legal representative.

The Board reserves the right, in all cases, to refuse to name a particular facility/piece of property.

Guidelines

There are two (2) circumstances in which naming rights may be granted: Naming Rights in Consideration, and Naming Rights in Recognition. The following criteria may 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 corporate partnership representative (if any).

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 Dallastown 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 Dallastown Area School District, specifically to its educational programs, will not be considered until the person is five (5) years removed from active involvement with the Dallastown Area School District.

Existing facilities named for persons of honor in the Dallastown Area 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.

Any permanent or nonpermanent fixtures shall become the sole property of the Dallastown Area School District.

The granting of naming rights must always be consistent with the Dallastown Area School District 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 district may provide many opportunities for the naming of buildings, components of buildings, auditoriums, gymnasiums, playgrounds, fields, laboratories, classrooms, equipment and any and all other property owned by the district.

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 to determine whether the person meets these criteria. The Board 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 district. The Board will evaluate the financial value of naming rights based on a review of the market for naming rights. Any company, group and/or product involved in a naming must have and maintain an exemplary record and positive public image, as determined by the Board. 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 may be traded by mutual agreement between all parties. **Traded** is identified as "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 parties. The district will not agree to any condition in a contract that could unnecessarily limit the following: progress towards the district's mission and purpose, statutory obligations, or the local authority of the Dallastown Area School District Board of School Directors.

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 Dallastown Area School District shall have the authority to revoke the naming of a facility for compelling reasons as determined by the Board of School 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.

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.

Legal [24 P.S. 510](#)