

Naming Opportunities Policy

It is the policy of The West Milford Township Library Board of Trustees to recognize the generosity of an individual, corporation, foundation or other donors by choosing to create a specific naming designation for interior and exterior physical assets, collections, library educational programs and other significant assets. The Board considers naming opportunities to be one of greatest distinctions it can bestow.

Naming Opportunities

Naming of assets follows a Board approved list of items available for naming. A proposal for naming a room or other significant area of the library will be considered when the sponsor is a major benefactor and agrees to the stipulations set forth in this policy document. While the Board is grateful and encourages donations from individuals, businesses and organizations, the Board must retain the right to decline any gift to the library and/or reject naming proposals.

To insure the appropriateness of naming opportunities, the Board of Trustees will adhere to the following guidelines to make decisions on the merits of each opportunity in naming library assets. All naming opportunities must be appropriate and consistent with the library's mission and goals to serve as the Township's center for information, culture and entertainment.

Stipulations

Negotiations for the opportunity to name a particular room may be initiated by the library director or with the library attorney by a benefactor or other interested parties.

A plaque will be installed at or near the named area. The donor may submit suggested wording but the Board reserves the right to approve the wording, size, location and style of the plaque.

In awarding naming opportunities for individual assets, the Board will take into consideration the expected remaining useful life of the asset, the capital cost to maintain the asset and its public prominence. Naming opportunities will not extend beyond the normal life of the room or area.

Generally, naming opportunities awarded to benefactors are granted when there is a minimum commitment of five years. Such naming opportunities will normally remain in place for a period of no more than 25 years, although a plaque acknowledging the name will remain in the location in perpetuity. When a named room has reached the end of its useful life, the replaced or renovated room/area may be renamed in recognition of a new donor.

The naming of a library asset shall be finalized only after the financial commitment by an individual or organization has been received in full and not merely on the basis of a pledge.

If an individual or organization after whom a library asset is named comes into disrepute or conflict with the library's mission, the Board reserves the right to recommend discontinuation of said naming rights.

Procedures

All requests for naming opportunities of library assets must be submitted in writing to the Library Director who shall forward the application to the Board or its subcommittee which shall consider the merits of the request. The application must identify the asset to be named, provide a description of the proposal and include a breakout of any costs associated with it. The Board or Director may request to meet with the donor to review, clarify or modify the submission. The donor will be asked to stipulate in writing that the donation is made with the understanding that it must adhere to all requirements as outlined in this policy. Donors are advised to consult independent tax and/or legal counsel before making any gifts to the library which require execution of an agreement between the library and the donor.