



Richmond Hill Public Library Board

NAMING RIGHTS POLICY

1.0 Purpose and Scope

The purpose of this policy is to provide guidance regarding Naming Rights of Richmond Hill Public Library buildings and/or significant interior components of those buildings.

2.0 Policy Statement

Richmond Hill Public Library welcomes and encourages the business community and other organizations to support the Library through the establishment of Naming Rights sponsorships and other brand partnerships that will provide the Library with revenue to enhance service, programs, events and activities provided to the community.

3.0 Policy Objectives

The objectives of this policy are to establish a Naming Rights protocol that:

- Creates a systematic approach to soliciting, managing and reporting on naming rights;
- Provides guidance to those that have an interest in the naming of Library assets;
- Protects the reputation, integrity and aesthetic standards of the Library and its assets;
- Ensures alignment with the Library's priorities, programs and services;
- Creates cohesion with the City's naming rights policy

4.0 Definitions

For the purpose of this Policy, the words and phrases below have the following meanings:

“Prospect” means any person or company who approaches the Library or is approached by designated staff with the objective of securing a Naming Rights Agreement.

“Exterior Components”: All exterior components of a Library building which are visibly accessible from the public realm including, but not limited to, building façade, plazas, gardens and courtyards, etc.

“Interior Components”: Refers to individual rooms, spaces etc. within a Library building. The Interior Components are physical assets within the building including, but not limited to, meeting rooms, local history rooms, lounge areas, maker spaces, study zones, etc.

“Naming Entity”: The Prospect to whom Naming Rights are granted pursuant to a Naming Rights Agreement.

“Naming Rights”: A mutually beneficial business partnership between the Library and a Naming Entity wherein the Naming Entity pays funds to the Library in return for the right to name a Library building, along with any negotiated associated elements, for a specified period of time.

“Naming Rights Agreement”: A legal contract outlining the terms of arrangement between the Naming Entity and the Library for the Naming Rights.

“Person” or “Company”: Any entity that has the legal capacity to enter into a Naming Rights Agreement and includes any individual, partnership, company or corporation.

”Proposal”: The opportunity for Naming Rights put forward by a designated staff member to a Prospect on behalf of the Library.

5.0 Criteria For Naming Rights

1. All Naming Rights arrangements must not compromise or influence the priorities of the Library, or diminish the Library’s public image.
2. Naming Rights arrangements must comply with all relevant Federal and Provincial statutes, including the Public Library Act, municipal by-laws, Richmond Hill Public Library and City of Richmond Hill policies and procedures.
3. Where applicable, display of Naming Rights must not incur any safety risk. This refers to any Exterior and/or Interior components.
4. The manner in which naming rights of Exterior and Interior Components are displayed will be determined through each Proposal process. All efforts will be made to create standardization in branding and, in any case, the execution of

Naming Rights Agreements will maintain or enhance the functional purpose of the library's signage and be consistent with the library's brand identity.

5. Naming Rights may be granted under the terms and conditions outlined in this Policy as recognition for financial contributions from Naming Entities

6. The Library will not relinquish any aspect of its right to manage and control the Library buildings.

7. The granting of Naming Rights will not entitle a Naming Entity to any preferential treatment by the Library or the City beyond the details of the Naming Rights Agreement.

8. Where possible, Naming Rights recognition will endeavour to be complementary to the purpose or attributes of the Library building and/or Interior Component to be named.

9. The impact of changing existing signage, rebuilding community recognition and updating records must be considered before Naming Rights are granted.

10. The costs incurred with Naming Rights signage and other associated items will be the responsibility of the Naming Entity, as negotiated in each Agreement.

11. Signage, logos and other forms of acknowledgment associated with Naming Rights must comply with all applicable laws and by-laws, policies and procedures.

12. All Naming Rights Agreements should contain language that allows for early termination by the Library without penalty in cases where warranted.

13. All Naming Rights Agreements shall be confirmed by written contract containing terms and conditions satisfactory to the Richmond Hill Library Board.

6.0 Restrictions

The Library will not allow any Naming Rights that:

- Promote alcohol, cannabis and other addictive substances;
- Promote the sale of tobacco or vaping products;
- Promote pornography;
- Promote the support 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;
- Promote religious or political messages that might be deemed prejudicial to other religious or political groups;
- Convey a religious or political message; promote a political party or election candidate.
- Contravene any other Richmond Hill Public Library Policy or City of Richmond Hill Policy.

7.0 Evaluation

A Proposal will be evaluated by the Library CEO using the following criteria:

- a) The compatibility of the Prospect's brand, products, customers and promotional goals;
- b) The record of involvement in community projects, events – a willingness to participate;
- c) The desirability of association – the image;
- d) The timeliness or readiness to make a deal;
- e) The actual value in cash of the proposal; and all related costs associated with the Naming Rights Agreement;
- f) The proposed term of the Naming Rights Agreement.

8.0 Naming Rights Agreement

Any approved Naming Entity will be required to enter into a Naming Rights Agreement to set out the roles and responsibilities of the Library and the Naming Entity, the applicable fees, the duration of the arrangement, and any other negotiated terms and conditions.

In order to expedite partnership development, a formal competitive process is not required when soliciting Naming Rights opportunities.

A staff member delegated by the Library CEO is responsible for preparing and presenting a report for the Library Board on any proposed negotiated Naming Rights Agreement.

It is the responsibility of the staff responsible for managing the Naming Rights Agreement and the staff responsible for the Library assets that are part of the Naming Rights Agreement to ensure that any Naming Entity and the Library are adhering to the terms of the Naming Rights Agreement.

9.0 Roles and Responsibilities

Library Board will:

- Approve any negotiated Naming Rights Agreements and recommend them to City Council for final approval.

City Council will:

Provide final approval on the Library Board's recommended Naming Rights Agreements.

Library Staff and City Staff will work collaboratively to:

- Solicit, negotiate and administer Naming Rights Agreements on behalf of the Library;
- Act as the primary liaison(s) for any Naming Entity and be responsible for assessment of any Naming Rights opportunities;
- Prepare and manage Prospect lists prior to the commencement of any Naming Rights opportunity;
- Oversee public communication processes to inform the community about a Naming Rights Agreement;
- Prepare and present a report for the Library Board on the final proposed terms of a Naming Rights Agreement;
- Consult with all relevant Library and City staff on appropriate terms for specific Naming Rights Agreements;
- Work with the Legal Division and Finance Division on the preparation and execution of proposed and final Naming Rights Agreements

The Library and City's join Naming Rights Advisory Committee working group is responsible for:

- Setting the strategic vision of the Naming Rights program;
- Assessing new opportunities against the evaluation criteria and restrictions;
- Negotiation of all terms and conditions of potential Naming Rights Agreements;
- Identifying assets to be included in the program and areas of inter-departmental collaboration;

- Ensuring openness and equitable opportunities for all Naming Rights Prospects;
- Ensuring negotiated value is delivered to the Library and the Naming Entities.

The Naming Entity will:

- Undertake due diligence to ensure all proposals meet the spirit, intent, guidelines and procedures outlined in this Policy;
- Provide designated staff with the necessary documentation as outlined in this Policy;
- Execute a Naming Rights Agreement as outlined in this Policy;
- Maintain regular communication with designated staff throughout the process, and;
- Assume any costs associated with the Naming Right, as negotiated.

Related Documents

City of Richmond Hill Naming Rights Policy

Richmond Hill Public Library Sponsorship Policy

Enriching Your Connections, Choices and Community

Dates	Motion #21:27
Approval Date:	April 27, 2021