



## Naming and Sponsorship Policy

Lemont Public Library District's Naming and Sponsorship Policy provides guidance concerning the authority and processes controlling naming and sponsoring in the Library. This policy

- Ensures that Library assets are named in accordance with its vision, mission, values, and goals.
- Ensures that Library sponsorships add value to Library operations and benefit the District by protecting its unique role in the community.
- Ensures that sponsors demonstrate an alignment with the vision, mission, values, and goals of the Library.

### Naming

The Lemont Public Library District Board has ultimate authority for naming all Library facilities within its jurisdiction - including physical assets such as buildings, parts of buildings, fixtures, and outdoor spaces. The Lemont Public Library District Board will enter into agreements that will define the terms of naming. The amount of the donation and the length of time required for naming or sponsorship shall be negotiated at the time of project commencement and will depend on the size and scope of the project.

In naming Library assets:

- The Library provides recognition of donors, individuals designated by donors, sponsorships, and/or joint ventures
- Honors individuals, groups, or organizations who have made meritorious contributions to the Lemont Public Library District, the Village of Lemont, or to society as a whole
- Recognizes sponsors in the opening of new or refurbished Library rooms or spaces Renames an existing Library room or space
- The sponsor should have local area identification with residents
- The sponsor has an interest in the historical or cultural preservation of the Library

Where the name of an individual is proposed, consent shall be obtained from the individual or their next of kin prior to Library Board consideration. A proposal to commemorate an individual must have the anticipated support of the community.

In reviewing a proposal, consideration may be given to long-term and short-term appropriateness, distinction, reputation, the integrity of the name and the relationship to the Library. Consideration may be given to any cost that the Library incurs as a result of the naming. This includes signage, printing of promotional materials, updating records and the building of community recognition.

Naming rights do not confer upon the name holder any rights to manage or control the named asset. The Lemont Public Library District will not relinquish any aspect of the Library's right to manage and control its assets, facilities, programs, services, and personnel.

Named recognition may be denied or revoked if circumstances involving the named individual, organization or corporation arise which contradict the Library's vision, mission, values, goals, and ethics.

## Sponsorship

Lemont Public Library District only considers sponsorship opportunities that:

- advance the library's vision, mission, values, and goals, and are deemed appropriate and compatible with the policies of the Lemont Public Library District.
- primarily benefit the Library's users and protects their equal access to programs and services.
- do not permit sponsors to have undue influence on the policies and practices of the Library.
- do not restrict the Library's selection of materials or access for community members.

The following are not eligible for sponsorship:

- Political campaigns, including programs or events that intend to influence the passage or defeat of ballot issues, Village Ordinances, or the promotion of candidates for political office.
- Religious programs that promote a single religious viewpoint over that of others.
- Individuals, organizations, or corporate/business interests that are associated with intolerance.

The Lemont Public Library District encourages businesses and organizations to support the Library with sponsorships that provide it with resources. Sponsorships may include cash, in-kind contributions, a donation of goods and services, and/or enhancements to events, programs, activities, and services to the community. Corporate sponsors may be allowed to display their corporate names and/or logo as long as the name/logo does not have prominence over the Library name and/or logo.

*\*\*A corporate partnership is either an informal or formal agreement designed to benefit both the Library and its partners. If deemed appropriate, a formal agreement outlining the respective responsibilities and benefits to each partner will be negotiated. The agreement will specify the duration and the terms of termination. All partnerships are subject to the approval of the Library Board.\*\**

Any marketing associated with sponsorship must be appropriate for the target market. For example, products that cannot legally be sold to minors cannot be associated with sponsorship for programs and events that are targeted to minors.

**\*\*Agreement form\*\***

## APPEAL AND REVIEW

The Library Board of Trustees will review the Naming and Sponsorship Policy periodically and reserves the right to amend it at any time. The Library Board of Trustees authorizes the Library Director or other designee to waive regulations under appropriate circumstances.

Reviewed and Amended: The Policy and Personnel Committee – Library Board of Trustees January 26th, 2023

Approved: February 26, 2024