

NAMING OF SCHOOL FACILITIES AND GROUNDS

The purpose of this policy is to establish the criteria and procedures for granting naming requests in relation to the Easton Public School's property. This policy does not cover scholarships or research grants.

1. The School Committee maintains sole discretion and authority for approval of all naming of structures, signs, equipment, wall displays, rooms, etc. owned, operated or controlled by the Easton Public School District.
2. In granting naming requests, care will be taken to maintain an appropriate balance between commercial considerations and the Easton Public School's sense of mission and vision.
3. Each granting of naming rights shall be bound by an agreement as defined by this and all other applicable School Committee policies.
4. There are two circumstances in which Naming Rights may be granted:
 - a. *Naming Rights in Consideration* is in consideration of financial contributions or sponsorship. The District, in consideration of an appropriate financial contribution or sponsorship, including that of equipment, materials, land or services, to the District, may grant *Naming Rights in Consideration*.
 - b. *Naming Rights in Recognition* is in recognition of any significant contributions to the District that it wishes to honor. These contributions can be financial or other gifts from donors, or meritorious service, and is at the discretion of the District in agreement with the party or their representatives. One of the following criteria must be fulfilled in order to grant *Naming Rights in Recognition*:
 - i. Recognition of outstanding service to the District while serving in an academic or administrative capacity; or outstanding service to the Easton community.
 - ii. Recognition of the achievements of distinguished alumni.
 - iii. Recognition of a generous financial or other contribution from a donor, such a contribution being voluntary and not rendered in consideration of naming rights. The District may solicit suitable donations from advocates of such recognition, particularly if the request comes from other than family members.

PROCEDURE

1. Naming requests will be considered for large portions of school buildings and adjacent public areas including, but not limited to, gymnasiums, auditoriums, academic wings and fields.
2. Proposals from interested parties are to be forwarded to the Chair of the School Committee. Proposals will include a brief biography of the individual or entity for which the area is to be named, including how the individual or entity meets the criteria of naming found within this policy.
3. The application must be signed by a legal representative of the person or entity for which the naming has been proposed.

4. The proposals will be reviewed and considered by the School Committee. The School Committee may convene a sub-committee, if necessary, to assist in screening and naming process. The department or school affected by the naming right to be granted must be consulted before any decision is made.
5. At the discretion of the School Committee, smaller portions of school buildings and adjacent public areas may also be considered for naming requests. The School Committee will decide under what circumstances naming of smaller portions of buildings, such as classrooms or common space, will require a formal proposal.
6. The School Committee may attach financial qualifications as a condition for consideration of a naming request with a recommendation from the Superintendent and Chief Financial Officer of the District or from other professionals as needed. Each case may take into account market comparisons for Naming Rights.
7. If the naming is associated with a financial gift, the sum attached to the naming must be received prior to the finalization of the naming, including any ceremonies or placement of a marker. Exceptions can be made on a case-by-case basis by the School Committee on amounts over \$50,000.00.
8. The duration of Naming Rights shall be decided or negotiated on a case-by-case basis. No assumption of perpetual naming shall be made. Naming Rights may be renewed by mutual agreement between all the parties.
9. The School Committee shall announce such naming proposals at a regular School Committee meeting and solicit community feedback regarding such proposal. The School Committee shall review such feedback in its consideration of the proposals in question.
10. In a subsequent regular School Committee meeting, the School Committee shall vote as to whether to approve or decline the naming proposal.
11. Each physical display of a named area (signs, plaques, bricks, etc.) shall be reviewed and approved by the School Committee.
12. The parties may terminate a Naming Rights agreement in advance of the scheduled date, under the following conditions:
 - a. *Termination by the District:* The District reserves the right, at its sole discretion, to terminate Naming Rights without refund of consideration, prior to the scheduled termination date, should it feel it is necessary to do so to avoid the District being brought into disrepute.
 - b. *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, in the event that the District directly brings the Named Party into disrepute.

Revised: October 21, 2016

Adopted: June 16, 2017