

Purpose and Scope

To establish the protocol and preferred names for Burlington Public Library branches, rooms, and spaces and to outline the naming rights opportunity for public recognition of individuals or organizations that have made a lasting contribution to the development of library services in the City of Burlington or significant financial donors.

Definitions

Naming rights refers to the bestowal of a name upon a new, existing, or renewed library facility, room or space. A naming right may also be applied to an event.

Recognition refers to the acknowledgement and expression of appreciation issued for a donation or a sponsorship that suitably reflects the impact of the donation or sponsorship.

Renaming refers to the bestowal of a new name upon a previously named library room or space.

Statement of Policy

The Burlington Public Library Board has authority for naming rights on all public library facilities within its jurisdiction including buildings, leased locations, rooms, walkways, courtyards and spaces and in some cases, events. Naming rights consideration is given to:

- The geographic location is given priority to a new facility;
- Honouring individuals or groups;
- Providing recognition of donations, sponsorships, and joint ventures;
- Renaming of an existing Library room or space when circumstances dictate;
- Recognizing significant contributions made by individuals to the City of Burlington, to the Library or to society as a whole

Historically, naming rights of Burlington Public Library facilities/branches is based on geographic location to provide an easy reference point for the community in which the library facility resides.

Consideration for naming rights for a person or group may include those of a person, persons, or families, organizations, corporations, and foundations who have made a significant contribution to the City or the Library by:

- Enhancing the quality of life and well-being of the City or Library
- Contributing to the historical or cultural preservation of the City or Library
- Contributing toward the acquisition, development or conveyance of land or building to the Library

- Recognizing significant donors, individuals designated by donors, or individuals who have made exemplary or meritorious contributions to the City or 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.

Consideration for a naming right may be given to both the long-term and short-term appropriateness. The Board may evaluate each name proposal as to appropriateness and acceptability. In reviewing a proposal, consideration may be given to the distinction, reputation, and integrity of the individual whose name may be used and their relationship to the Library.

In reviewing a proposal, consideration may be given to any cost to the Library associated with the naming or renaming including signage, printing of promotional material, updating records and building community recognition.

The Library Board has the authority to repurpose all facilities and spaces to address strategic and service priorities. When a previously named area has been repurposed or renovated, reasonable effort will be made to notify the donor or family.

The Library will review the names of its rooms and spaces that fall under the purview of this policy every five years. If, at any time following the approval of a naming agreement circumstances change significantly, the Board has the authority to withdraw the naming rights opportunity. The Library Board reserves the right to revoke a name or rename at any time.

Related policies:

[Donations, Sponsorships and Fundraising Policy](#)

Effective Date: May, 2022

Projected Review Date: May 2025

Motion #/Date: #22-31, May 26, 2022

Amended Dates:

Associated Procedures: Donations, Sponsorship and Fundraising Policy