

SECTION: COMMUNITY RELATIONS

TITLE: NAMING RIGHTS

<p>1. Purpose</p> <p>2. Authority</p> <p>3. Guidelines</p>	<p>It is the intent of this policy to ensure that any names and or wording associated with District property and programs (assets) will promote and be consistent with the goals of the Wilson Area School District and values of the community it serves. This policy is also intended to encourage private support through opportunities to name School District assets.</p> <p>The Board retains the authority for the approval for the naming of District assets. Each proposal for the naming of District assets will be considered on its own merits. No commitment for naming shall be made prior to Board approval of the proposed name.</p> <p>The Board may contract to sell or lease the naming rights to any District owned assets to an entity or organization whose stated purpose is consistent with the mission of the District and values of the community.</p> <p>People interested in obtaining naming rights should contact the Superintendent for the appropriate procedures.</p> <p>When the naming rights are to be considered, the private individual, group, or corporate entity agrees to:</p> <ol style="list-style-type: none">1. Fund the total cost of the project.2. Provide substantial funding for that portion of the total cost of the project which would not have been available from another source.3. Create a fund that will allow for the ongoing maintenance of the assets for a specified period of time.
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<p>4. Limitations to Naming Rights</p>	<p>Naming rights are intended to recognize sponsorships or a significant contribution by a private individual, group, or corporate entity that benefits the School District.</p> <ul style="list-style-type: none">a. The Business Office shall maintain records of the naming of District assets.b. Naming rights shall be reviewed on a periodic basis, and a naming right may be renewed for an additional period as approved by the School Board.c. District assets shall not be named after someone whose positions, opinions and/or reputation is inconsistent with the mission and vision of the School District.d. The School Board shall have discretionary authority to rescind a naming right at any time based on any action by a private individual, group, or corporate entity that is deemed by the School Board to be inappropriate and/or in conflict with the School District's values.e. Funds donated for naming rights shall be deposited into the school's internal account(s).
<p>5. Duration of Naming Rights</p>	<p>The School Board shall have discretionary authority on duration of naming rights. Decisions will be made on a case-by-case basis.</p>