

<b>Hampton School District Policy</b>	<b>Section:</b> <u>F</u> <b>Code:</b> FF <b>Title:</b> Naming or Renaming Rights <b>Category:</b> Recommended <b>Page:</b> 1 of 3
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**NAMING OR RENAMING HAMPTON SCHOOL DISTRICT AND FACILITIES**

Purpose

To establish a systematic and consistent approach for the official naming or renaming of school, buildings and facilities.

It is the responsibility of the Hampton School Board to select names for new buildings or facilities ("School Property"), or when appropriate, to change the existing name(s) of School Property of the District. It is the objective:

- A. To ensure that the buildings and facilities are readily identified and located.
- B. To ensure that names will engender a strong public image and have public support.
- C. When appropriate, to promote gifts, donations or sponsorship by individuals, groups and corporations without undue commercialization of the facility.

Policy

It is the policy of the Hampton School District to ensure that the naming or renaming of school buildings and/or facilities is conducted in a manner that best serves the interest and legacy of the school district and the community.

- A. School property may be named after streets, geographical locations, historical figures, events or concepts.
- B. School property may be named after individuals or groups who have made exceptional contributions meet the following criteria:
  - The contributions and good reputation of the individual or group are well documented and broadly acknowledged within the community.
  - The agreement of the individual, the next of kin in the case of deceased individuals or the elected board or other legal authority in the case of groups, shall be obtained.
  - Naming rights may be granted as a result of a financial contribution (donation or sponsorship).
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<b>Adopted:</b>	<b>DATE:</b> July 11, 2017
<b>Reviewed:</b>	May 9, 2017
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<b>Cancellation:</b>	

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**NAMING OR RENAMING HAMPTON SCHOOL DISTRICT AND FACILITIES**

(continued)

C. The granting of naming rights is intended to support and promote investment in the School District whereby:

- Contributions result in significant and direct benefits to the District.
- The granting of naming rights does not compromise the School Board’s ability to carry out its functions fully and impartially.
- The granting of naming rights will not entitle the naming entity to preferential treatment outside any specific naming rights agreement

Naming rights are divided into two categories: philanthropic naming rights and corporate naming rights.

C.1. **Philanthropic naming rights.** School property may be named after individuals or groups who have made substantial philanthropic donations to the School District. The threshold for considering the naming of a school building or facility may include one or more of the following:

- Land for the building was deeded to the District.
- Contribution of a minimum of 60% of the capital construction cost associated with developing the building, facility or component.
- Provision of a minimum 20-year endowment for the continued maintenance of the building or facility.

Hampton Schools may establish philanthropic naming rights for components of facilities (e.g. rooms within a building, athletic fields, gardens, playgrounds, etc.) subject to the following:

- Assets for which naming opportunities will be offered shall be valued as a function of capital costs, annual operating and maintenance costs, and desirability or marketability of the opportunity.
- Naming rights shall be approved for a specific term, which shall not be longer than the useful life of the property, facility or component.

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Hampton School District Policy	<b>Section:</b> <u>F</u> <b>Code:</b> FF <b>Title:</b> Naming or Renaming Rights <b>Category:</b> Recommended <b>Page:</b> 3 of 3
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**NAMING OR RENAMING HAMPTON SCHOOL DISTRICT AND FACILITIES**

(continued)

C.2. **District naming rights.** Naming rights may be granted where a mutually beneficial business arrangement between the School District and an external entity (for-profit or other organization) whereby the external entity provides financial or other support in return for access to the commercial and/or marketing potential associated with the external entity's name on School District's property.

- Proposals for naming shall be evaluated against the District's mission, vision and values.
- The naming entity products, services and business practices shall not contradict, to the extent reasonably ascertainable, the mandate, policies or objectives of the School District.

The following industries and products are not eligible for naming rights:

- Police-regulated business, faith-based and political organizations, companies whose business is primarily derived from the sale of alcohol, tobacco, firearms, adult-use or other business deemed inappropriate by the School Board.

Assets for which naming opportunities will be offered shall be valued as a function of capital costs, annual operating and maintenance costs and desirability or marketability of the opportunity.

Naming rights shall be approved for a specific term, which shall not be longer than the useful life of the property or facility.

- **Naming/renaming Procedures.** The school may *solicit public input* on proposed building or facility names through public meetings or other means.
- **The School may hold public contests for the naming of school property.** Such contests shall also be subject to the policies outlined above and are advisory, not binding.
- **Renaming of buildings or facilities is discouraged except as specified in philanthropic naming rights programs,** district naming rights agreements or where it is found by compelling evidence that an individual or group's character is or was such that continued use of their name for a building or facility is not in the best interest of the School District.

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