

Upper Dublin Township
Policy for Naming and Name Recognition at
Upper Dublin Public Library

The purpose of this policy is to establish guidelines for the implementation of naming and name recognition opportunities to support the development of the new Upper Dublin Public Library (UDPL), a department of Upper Dublin Township (UDT), at 520 Virginia Drive, Fort Washington.

This policy is intended to structure and define gift giving for the new UDPL, to ensure equitable, consistent opportunities as well as a standard of stewardship. The Upper Dublin Township Board of Commissioners ("UDT Board") is responsible to establish policies related to naming and name recognition at UDT facilities and may modify such policies from time to time and at any time as individual circumstances require.

Naming/Specific Recognition Guidelines

The Upper Dublin Public Library Board ("UDPL Board"), in consultation with the Library Director, is responsible for identifying naming opportunities with specific giving levels as well as ensuring that naming proposals are carried out in accordance with this policy. The UDT Board has the discretion to approve or disapprove the naming opportunities.

The Library Director may recommend additional naming opportunities for UDT Board approval at any time. All such naming recommendations must first be reviewed and approved by the UDPL Board.

The UDPL Board, in consultation with the Library Director, is responsible to ensure that name recognition is carried out consistent with this Policy. The Library Director is granted reasonable discretion to accept a lesser level of giving provided that the lesser amount is no less than ninety (90) percent of the approved level. Any recommendation to accept a level lower than ninety (90) percent requires UDPL Board approval.

Name recognition opportunities fulfilled through a pledge gift shall be recognized upon the initial gift, but is contingent on future, timely fulfillment of scheduled gifts. In the event that a donor does not fulfill a pledge for a naming opportunity, in full and/or in a timely manner, the donor shall lose the naming opportunity at the discretion of the UDPL Board. In such an event, the naming opportunity may be withdrawn at the UDPL Board's sole discretion and the donor shall not be entitled to any refund of amounts pledged and paid, nor have the right to substitute one naming opportunity for another naming opportunity at a lower pledge/gift amount.

Naming opportunities may recognize an individual, family, organization, foundation, corporation or business.

Neither the building at 520 Virginia Drive nor the UDPL name is available for naming.

The wishes of donors who prefer to remain anonymous will be honored.

Types of Specific Recognition

Gifts, at any level, will be accepted. Gifts at \$500 and above will be recognized on a general donor wall or plaque displayed in a prominent location in the UDPL building.

Some areas or units of the UDPL have been identified for specific naming or name recognition opportunities. The list of current naming opportunities is attached to this policy as Exhibit "A."

Naming refers to titling a specifically identified area or unit of the UDPL (e.g. "Jane Smith Children's Library") with the name of the donor or honoree. Name Recognition acknowledges special philanthropic contributions that will be honored with a plaque in a specifically identified area or unit of the UDPL. (e.g. "This Computer Lab provided through the generous support of Dell Computers"). The name in either case will be used in signage, as well as references to the individual or entity in publicity materials and other library documents.

Requests for words of recognition other than those recognizing the name of an individual, family foundation, organization, corporation or business will be considered, subject to review and approval of the UDPL Board.

Plaques, signage and other recognition vehicles will be placed in appropriate locations and will be consistent with the UDPL's image and design requirements. An entity's logo, website or other advertising element shall not be permitted in the recognition.

Duration of Naming Rights

Naming rights will remain in place for the following durations: a minimum of twenty-five (25) years for gifts of \$50,000 and above; and, a minimum of ten (10) years for gifts between \$10,000 and \$49,999.

The following exceptions could affect the duration of any established naming rights: 1) the named unit is substantially renovated, expanded or designated for another use; 2) the named unit is sold, destroyed, removed or abandoned; or, 3) a named business, corporation, foundation, organization or other entity changes its name and/or focus of operations or ceases operations. In the case of a business, corporation, foundation, organization or other entity that changes its name or focus of operations during the tenure of the naming agreement, the named entity may be changed at the sole discretion and approval of the UDPL Board and the donor agrees to cover the actual cost of the name change.

Qualifications and Exclusions

There shall be a due diligence review of each naming proposal to carefully consider the overall benefit of such naming to the UDPL, including whether the name is and will continue to be a positive reflection on the UDPL and the Township. The UDPL Board reserves the right to accept or reject any naming proposal.

Unless waived by the UDT Board, UDPL units shall not be named for: 1) individuals currently employed by the UDPL, Upper Dublin Township, or the Commonwealth of Pennsylvania; 2) political candidates, organizations or elected officials; or 3) religious leaders, organizations or institutions.

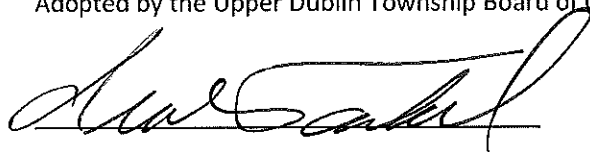
In order to avoid even the appearance of influence or conflict of interest, or other potentially adverse consequences, additional due diligence will be undertaken before recommending the naming opportunities that includes a commercial enterprise, organization or business. Naming opportunities may be assigned that include a commercial enterprise, organization or business only if the proposed name is appropriate to the public setting of the UDPL and will not detract from UDPL's use or the Township's reputation as a public entity.

UDT reserves the right to decline donations by individuals, groups, commercial enterprises, foundations, organizations, corporations, businesses or other entities whose views or public statements are contrary to the mission and/or the best interests of the Township or the UDPL. The UDT Board reserves the right to remove a naming opportunity if an individual or entity for which a naming commitment has been made acts in a way that is contrary to the mission and/or best interests of the UDPL or the Township. In such case, the donor shall not be entitled to a refund of amounts paid. Any previously approved naming may only be revoked by the UDT Board, following a comprehensive review of the circumstances.

Disclaimer

Neither the Library Director nor the UDPL Board will provide tax or legal advice in regard to any pledge, gift or donation to the UDPL. Donors and prospective donors are encouraged to obtain legal counsel and/or a tax advisor for opinions about the tax and other legal consequences of specific giving decisions.

Adopted by the Upper Dublin Township Board of Commissioner on September 10, 2019.

A handwritten signature in black ink, appearing to read 'Ira S. Tackel', written over a horizontal line.

Board President, Ira S. Tackel



RECOGNITION

Donor Naming Opportunities for the New Library

MAJOR GIFTS AND SPACES

Flagship/Endowment Gift	\$1,000,000+
Auditorium	\$500,000
Children’s Library	\$250,000
Great Hall	\$150,000
Express Library	\$125,000
Learning Commons	\$100,000
Creative Suite/UDPL STEAM Lab	\$100,000
Exploration Wing.....	\$100,000

INDIVIDUAL ROOMS

Storytime Room/Classroom	\$50,000
Classroom	\$50,000
Interactive Play Area.....	\$25,000
Teen Lounge	\$25,000
Computer Lab.....	\$25,000
Large Conference Room	\$25,000
Small Conference Room.....	\$20,000
Study Rooms (9).....	\$10,000 each

The Upper Dublin Public Library is grateful for gifts at all levels and seeks to provide appropriate recognition to all donors, while recognizing the extraordinary generosity of our major donors. Gifts for major spaces and areas will be recognized with named signage and use of the name on all publicity and other materials. Gifts for individual rooms will be recognized with a customized plaque at the door or within the room.