

CENTENNIAL SCHOOL DISTRICT

SECTION: PROPERTY

TITLE: NAMING RIGHTS

ADOPTED: June 12, 2018

REVISED:

701.1. NAMING RIGHTS	
1. Purpose	The Board recognizes the need for guidelines for the purposes of naming rights throughout the District, as well as, that the naming of facilities is of great importance requiring thoughtful attention. This policy establishes an equitable process by which the Board of School Directors can assume its responsibility for naming school facilities.
2. Authority	<p>The Board reserves the right to approve naming rights to facilities and events throughout the District. Once a facility has been officially named, it shall not be renamed except for compelling reasons to be determined by the Board.</p> <p>The School District may provide opportunities for the naming of buildings, components of buildings, auditoriums, gymnasiums, natatoriums, playgrounds, fields, laboratories, classrooms, and equipment.</p>
3. Guidelines	<p>Criteria that may be considered when naming school facilities are:</p> <ol style="list-style-type: none"> 1. A facility may be named after a geographic location and/or section of the District it serves. 2. A facility may be named after a person; that person shall be of exemplary moral character; must have made an outstanding contribution to education, humanity or community; or must have displayed outstanding leadership; or must be a person of historical significance. 3. A facility may be named after a major contributor to the District. The School Board will evaluate the financial value of naming rights based on a review of the market for naming rights. The term of the naming rights will vary but should not exceed the expected life of the facility or equipment. The following restrictions and considerations shall apply: <ol style="list-style-type: none"> a) The Board reserves the right to refuse a contribution, made with a view towards naming a facility, where that contribution is too restrictive in purpose, inconsistent with the District’s stated academic purposes and priorities, or would adversely affect the School District.

	<p>b) The Board shall not accept contributions, made with a view towards naming a facility, from any person, organization, corporation or other entity whose primary purpose is to advance or whose name is primarily associated with a religious, political, ethical or moral agenda, viewpoint or message.</p> <p>c) The Board shall not accept any contribution, made with a view towards naming a facility, where to do so would involve unlawful discrimination based upon race, religion, sex, orientation, age, national origin, color, handicap, or any other basis prohibited by Applicable Law.</p> <p>d) The Board will not approve namings that conflict with the standards articulated for advertising as set forth in Applicable Law.</p> <p>4. The Board reserves the right to reject any proposed name selection that it deems otherwise inappropriate considering the basic educational mission of the District.</p> <p>5. Facilities shall not be named for persons who are currently employed by the District or those who currently hold public office. For such naming considerations in these instances, a person shall have been retired from the District or public office for a minimum of five (5) years and meet the requirements of item 3.</p> <p>6. The Board reserves the authority and has sole discretion to name or revoke the naming of any District facility.</p> <p>7. The Board reserves the right to reserve certain facilities or components of such facilities for future naming.</p> <p>8. The Board reserves the right to limit the duration of the naming of the District facilities as it sees fit.</p> <p>9. In the event of significant renovations to a previously named facility, or a portion thereof, the Board may, at its discretion, determine that a new naming opportunity should be considered for the renovated area.</p> <p>References:</p> <p>School Code – 24 P.S. Sec. 510</p>
--	--