

POLICY RELATING TO SUPPORT OPERATIONS

NAMING OF SCHOOL FACILITIES & GROUNDS

The purpose of this policy is to establish the criteria and procedures for granting naming requests in relation to the Wachusett Regional School District's property. Naming requests will be considered for large portions of school buildings and adjacent public areas including but not limited to gymnasiums, auditoriums, academic wings, and fields. This policy does not cover scholarships or research grants.

1. The Wachusett Regional School District Committee (WRSDC) maintains sole discretion and authority for approval of all naming of structures, signs, equipment, wall displays, rooms, etc. owned, operated, or controlled by the Wachusett Regional School District (WRSD).
2. In granting naming requests, care will be taken to maintain an appropriate balance between commercial considerations and the WRSD's mission and vision.
3. Each granting of naming rights shall be bound by an agreement defined by this and all other applicable WRSDC policies.
4. There are two circumstances in which Naming Rights may be granted:
 - a. *Naming Rights Given in Consideration* represents consideration for financial contributions or sponsorship. The WRSD, in consideration of an appropriate financial contribution or sponsorship, including that of equipment, materials, land, or services, to the WRSD, may grant *Naming Rights Given in Consideration*.
 - b. *Naming Rights Given in Recognition* is in recognition of any significant contributions to the WRSD that it wishes to honor. These contributions can be financial or other gifts from donors, or for meritorious service, and is at the discretion of the WRSD in agreement with the party or their representatives. One of the following criteria must be fulfilled to grant *Naming Rights Given in Recognition*:
 - i. Recognition of outstanding service to the WRSD while serving in an academic or administrative capacity; or outstanding service to the Wachusett community.
 - ii. Recognition of the achievements of distinguished alumni.
 - iii. Recognition of a generous financial or other contribution from a donor, such as a contribution being voluntary and not rendered in consideration of naming rights.

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The WRSD may solicit suitable donations from advocates of such recognition, particularly if the request comes from other than family members.

Guidelines:

Proposals from interested parties are to be forwarded to the Chair of the WRSDC. Proposals will include a brief description of the individual or the entity for which the area is to be named, including how the individual or entity meets the criteria of naming found within this policy.

1. The application must be signed by a legal representative of the person or entity for which the naming has been proposed.
2. The proposals will be reviewed and considered by the WRSDC. The WRSDC may convene a subcommittee, if necessary, to assist in screening and naming process. The department or school affected by the naming right to be granted shall be consulted before any decision is made.
3. At the discretion of the WRSDC, smaller portions of school buildings and adjacent public areas may also be considered for naming requests. The WRSDC will decide under what circumstances naming of smaller portions of buildings, such as classrooms or common space, will require a formal proposal.
4. The WRSDC may attach financial qualifications as a condition for consideration of a naming request with a recommendation from the Superintendent and the Director of Business and Finance of the District or from other professionals as needed. Each case may consider market comparisons for Naming Rights.
5. The duration of Naming Rights shall be decided or negotiated on a case-by-case basis. No assumption of perpetual naming shall be made. Naming Rights may be renewed by mutual agreement between all the parties.
6. The WRSDC shall announce such naming proposals at a regular WRSDC meeting and solicit community feedback regarding such proposal. The WRSDC shall review such feedback regarding such proposal. The WRSDC shall review such feedback in its consideration of the proposals in question.
7. In a subsequent regular WRSDC meeting, the WRSDC shall vote as to whether to approval or decline the naming proposal.
8. Each physical display of a named area (signs, plaques, bricks, etc.) shall be reviewed

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and approved by the WRSDC.

9. The parties may terminate a Naming Rights agreement in advance of the schedule date, under the following considerations:
 - a. *Termination by the District:* The WRSD reserves the right, at its sole discretion, to terminate Naming Rights without refund of consideration, prior to the scheduled termination date, should it feel it is necessary to do so to avoid the WRSD being brought into disrepute.
 - b. *Termination by the Named Party:* The Named Party may without refund of consideration, at its sole discretion, terminate its acceptance of the Naming Rights prior to the scheduled termination date, if it believes in good faith that the WRSD directly brings the Named Party into disrepute.

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