

NAMING RIGHTS APPLICATION PROCEDURES

1. Submit Naming Rights application and proposal to the Office of the Superintendent of Schools. The proposal must be in writing and set forth how the proposed naming relates to the strategic priorities of Broken Bow Schools. The proposal should specify the details of any donation or gift and whether the request is to honor the distinguished service of an individual.
2. All applications and proposals shall be reviewed by a committee appointed by the Board President. The committee will include the superintendent as chairperson, the principal from the appropriate building level and (teachers, community, etc.).
3. All proposals deemed appropriate by the appointed Board committee shall be presented to the Board at a public meeting.

PROTOCOLS

- Naming Rights will not normally be granted to honor persons or entities who have no formal connection with the School District unless they are substantial benefactors.
- When a proposal involves the use of the name of a deceased person, approval is contingent on the agreement of that person's estate or next of kin.
- If an individual or organization, after which a facility or entity has been named, comes into disrepute in the School District or in the community at large, the Superintendent may recommend to the Board that the use of the name be discontinued. The Board shall make the final determination relating to whether a name has come into disrepute.
- The individual or group making the request will be expected to provide appropriate recognition such as a plaque, portrait, or marker which must be approved by the Board.
- The appropriate location for commemorative plaques and similar acknowledgments shall be approved by the Board.
- Naming rights shall not be granted to individuals or entities whose representation relates to: (1) tobacco, alcohol, illegal drugs or weapons; or (2) products or services deemed detrimental to the well-being of District students, inconsistent with the District's strategic priorities or which reflect negatively upon the District. The terms of all naming rights agreements shall be age-appropriate and in the best interest of District students.
- The Superintendent or designee shall develop a Naming Rights application.
- These guidelines shall be reviewed every three (3) years.

Approved: 5/16/2016

Reviewed:

Revised: