
Policy on Naming Rights and Recognition of Contributors

The City of Cambridge desires to provide naming rights and recognition of contributors to the proposed new Cambridge Public Library. The cost for naming rights will be \$250 per square foot associated with that space. Payments can be made over a period of five years. For example, if the children's reading area is 400 square feet, the contribution required for naming rights will be \$100,000.00 payable over five years or \$20,000 per year.

If a group of people or businesses come together to name a room, they must propose an appropriate room name for City Council approval. The Council may reject the name and ask for an alternative until a name is agreed upon.

Naming rights are available for the following places within the Library:

Area	Square Feet	Cost for Naming Right
Entrance sculpture plaza	200	45,000
Public gallery – art space	400	100,000
Community room	5,000	1,250,000
Quiet reading area with Fireplace	400	100,000
Children's Story-time	500	125,000
Interactive Play area	250	62,500
Teen Area	500	125,000
Each Study and Meeting Room	144	36,000
Outdoor interactive area	2000	500,000

The room or area may be named directly after the benefactor, or it may be given a functional title and listing the benefactor as its sponsor. Proposals for naming facilities should be submitted to the City Council and should contain specific information in support thereof, including any guidelines on how the donated funds are to be used to support the named room or area. If endorsed by the City Council a naming rights contract will be finalized before final approval for a naming opportunity.

Naming rights will normally not extend beyond the normal life of the room or area. Generally, naming rights for benefactors would be granted when there is a minimum commitment of five years. Naming rights will remain in place for a period of twenty years (20) years, although a plaque will remain in the Library in perpetuity, acknowledging the name and the donation. In the event the flow of funds that was agreed to for the naming opportunity stops before the agreed time, the City Council may discontinue the use of the benefactor's name for the room.

When a named room has reached the end of its useful life and will be replaced or substantially renovated, the replaced or renovated space may be renamed in

recognition of a new donor or honoree. Appropriate recognition of earlier donors or honorees shall be included in or adjacent to new, renovated or redeveloped facilities.

Recognition for Contributor Policy

The City also desires to set forth a policy for recognizing all who donate for the new Cambridge Public Library because without the generosity of donors, the project will not be a reality.

A dedication plaque within the Library entry will be created for all donors that donate a \$1,000.00 or more. Donors will be listed under the following levels: \$1000- \$4,999, \$5,000- \$9,999 and \$10,000+.

There will be a special recognition for members of the \$250 Square Foot Club. The \$250 Square Foot Club is based upon the fact that each square foot of the Library costs \$250 to build. These donations will be recognized by having their name entered into the "Donors Book" which will reside in the front entry area of the Library. Our hope is that businesses, local schools, service groups, churches, and residents will help with this fundraising challenge and take up the \$250 Square Foot Club challenge.

Here is an example of how names could be listed in the Square Foot Club Challenge Donor Book:

"MRS. SMITH 2016 3RD GRADE CLASS"

The Cambridge Public Library Gift Agreement for Naming Rights

For The *[insert name here]* Room

In recognition of the efforts being made by the Cambridge City Council to obtain additional funds to develop and renovate the Cambridge Public Library, the undersigned intends to establish by a gift of *[\$insert amount of gift commitment here]*, payable over up to five years, as a naming opportunity to be known as The *[insert name here]*.

It is the donor's wish that the room or area located *[insert with room description]* be named and marked with an appropriate plaque.

This Naming Right will remain in place for a period of no longer than twenty (20) years, although a plaque will remain in the location in perpetuity, acknowledging the name and the donation. Naming rights will not extend beyond the normal life of the room. If, as a result of changed conditions in the future, the life of the room does not exceed twenty (20) years, naming rights will be individually determined each time.

The Cambridge City Council and donors named in this agreement acknowledge this gift and the terms stated within by the signature of their duly authorized representative on duplicate copies of this agreement.

Printed Name of Donor

Printed name of Mayor

Signature of Donor

Mayor, City of Cambridge

Date

Date