

**River Falls Public Library**  
**Naming Rights and Donor Recognition Policy**  
**Approved by River Falls Public Library Board of Trustees**  
Approved: 3/4/2025, amended 4/9/2025, amended 9/8/2025

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**Purpose**

The purpose of this policy is to recognize and acknowledge extraordinary generosity through financial contributions that support the Renew & Inspire Capital Campaign.

**Overview**

The River Falls Public Library welcomes private support through the River Falls Library Foundation, which is a 501 (c) (3) non-profit. Gifts from individuals, families, foundations, corporations, and organizations may be in the form of significant contributions, monetary or otherwise.

Gifts of \$1,000 or more will be prominently recognized in the Library. All gifts and pledges may remain confidential. Donors may choose to remain anonymous. However, name recognition can be directly associated with the donor, or as in honor of or memorial to an individual, family, or organization.

The Library offers a range of opportunities for naming rights and recognition.

**Guidelines for Naming Rights**

Trustees will apply the following guidelines when considering a naming recommendation.

Naming rights will remain in place for a minimum period of 15 years. In no event shall the Trustees guarantee that a name will be used in perpetuity.

Recognition opportunities do not reflect the exact cost of any item, but rather the level of recognition commensurate with the size of the gift. No goods or services of substantial value will be provided in exchange for a gift.

All naming opportunities must be appropriate and consistent with the Library's mission and vision.

Naming rights shall not be construed as an endorsement by the Library of any corporation, person, product, service, activity, or program in the community.

Naming opportunities carry no power of direction or implied power of direction to the Library on matters of appointment of persons, policies, or any other library processes or activities.

The River Falls Library Foundation will make recommendations to the Library Board of Trustees with respect to decisions and costs associated with naming rights. The Library Board of Trustees will have final approval of all decisions and costs associated with naming rights. Appropriate signs, plaques, or other recognition devices will be determined by the amount of the gift with consideration as to the aesthetics of the area involved, subject to Library Board of Trustees approval.

The Library Board of Trustees reserves the right to terminate a naming opportunity or naming rights granted if, in its sole judgement, there are reasons or circumstances justifying such action. If such action is taken, donations and costs will not be refunded to the donor or any individual, group, family member, heir, or executor.

The Library Board of Trustees and a donor may enter into an agreement to memorialize the terms and conditions of the gift, which shall be consistent with this policy, and any associated naming rights.

Naming rights will be considered in the order they are received.

Naming opportunities are available for outright gifts, as well as pledge agreements with the stipulation that these pledges must be paid over a maximum period of three years. A name conferred in recognition of a pledge is contingent upon fulfillment of that pledge. If the donor does not honor their pledge agreement in its entirety, the Trustees may terminate the naming opportunity or substitute another naming opportunity commensurate with the cash or cash equivalent received.

The River Falls Public Library, subject to approval and revision by the Library Board of Trustees, has specifically designated areas for naming rights. Please call the Library Assistant, Project Coordinator and Promotional Specialist Alice Olson at 715-426-3496 for an updated list of available opportunities.

The Library Board of Trustees will consider alternative naming opportunities or combinations of naming opportunities commensurate with the total donation/pledge. Please contact the Library Director Tanya Misselt at 715-941-2046 if you would like to discuss naming opportunities currently not listed or combined naming rights.

### **Sponsorship Agreement**

A sponsorship agreement may be requested for naming rights of all values. A sponsorship agreement is strongly encouraged for naming rights valued over \$20,000.

### **Giving Levels**

The following giving levels have been identified and will be recognized.

<b>Donor Recognition Level</b>	<b>Total Gift Amount</b>
Palladium	\$250,000 +
Titanium	\$100,000 - \$249,000
Platinum	\$50,000 - \$99,999
Gold	\$25,000 - \$49,999
Silver	\$10,000 - \$24,999
Bronze	\$5,000 - \$9,999
Copper	\$1,000 - \$4,999

**Giving Level Signage Guidelines**

Subject to approval of the Library Board of Trustees, the River Falls Library Foundation is responsible for decisions and costs associated with recognizing donor levels. Appropriate signs, plaques, or other recognition devices will be determined by the amount of the gift with consideration as to the aesthetics of the area involved, subject to Library Board of Trustees approval.

**Authority of the Library Board of Trustees**

The Library Board of Trustees has sole responsibility for naming/renaming and dedicating all areas of the Library as it has “exclusive charge, control and custody of all lands, buildings, money or other property devised, bequeathed, given or granted to, or otherwise acquired or leased by, the municipality for library purposes” Wis. Stat. 43.58 (1).