

NAMING RIGHTS

Background

Development of alternate sources of funding for the District's educational programs and facilities is a desirable goal of the Mt. Lebanon Board of School Directors. Opportunities are available to enhance or supplement traditional sources of School District revenue through the pursuit of facility naming rights, advertising, sponsorships, donations, gifts, partnerships, fundraising, grants and other similar revenue enhancement activities. Naming rights to facilitate these efforts are encouraged by the Board.

Objective

The Mt. Lebanon School District recognizes its responsibility as a provider of public education to protect the welfare of students and maintain the integrity of the learning environment. Since parents entrust their children to the District for education and instruction, it is imperative that students are shielded from undesirable forms of marketing. Yet school-business relationships, including arrangements concerning the naming of District facilities based on sound principles, can contribute to high quality education. The term "facilities" includes all buildings, structures and grounds, or components thereof. The District's objective is to ensure that educational values are not compromised when schools and individuals/businesses/organizations work together in this manner and participation in such a manner has a clear educational advantage for students.

Policy

Naming rights are revenue enhancement opportunities encouraged by the Mt. Lebanon School Board. Board approval is required for all such decisions.

The naming of District facilities can present an opportunity for revenue enhancement and fundraising. It can provide resources to complement public funding for education when they appropriately support the mission and goals of the District. Revenue from naming rights must be used for activities designed to support student achievement and/or school-approved student activities; assist in the maintenance of existing District educational and athletic programs and facilities; assist in the development and funding of new educational and athletic programs and facilities; and/or provide scholarships for students participating in athletic, academic and activity programs who demonstrate merit or financial need.

The District's numerous buildings, auditoriums, gymnasiums, fields/playgrounds, classrooms and similar rooms offer opportunities for naming rights or plaques acknowledging the source of the funds for the construction, renovation or enhancement of such facility. Accordingly, it is appropriate for the Superintendent and/or his or her authorized designees to discuss naming opportunities with prospective benefactors. However, no commitments or promises should be made naming a facility, nor should any formal or informal agreements be made with regard to specific dollar amounts needed for a naming opportunity without prior Board approval.

The naming of any facility in the District must be approved by the Board. Where naming rights are to be offered or implemented as a component of a fundraising drive for the construction or enhancement of facilities, the Board may appoint a committee to develop recommendations and parameters. Special requests to name buildings or other facilities in honor of people who have contributed to the betterment of the District's education program or alumni who have distinguished themselves will be considered by the Board. Such requests should be made to the Superintendent.

The person or organization being honored by naming of a facility must represent the ideals and values of the District. The Board reserves the right to decline any donation conditioned on a naming right unacceptable to the District. Facilities will not be named for persons who are currently employed by the District or active in its operations or those who currently hold any public office.

The District has the exclusive discretion to determine whether to pursue, accept or decline an opportunity to name facilities. The factors to be considered by the District include, but are not limited to:

- The extent to which a naming opportunity limits or restrains the District's discretion or its ability to pursue other opportunities;
- The duration of the arrangement or agreement and the District's ability/discretion to terminate the arrangement/agreement;
- The extent to which the naming opportunity imposes any obligation on the District, either presently or in the future, financial or otherwise and whether the opportunity is subject to conditions acceptable to the District;
- The extent to which the naming opportunity constitutes a conflict of interest or creates the appearance of or potential for a conflict of interest;
- The extent to which the naming opportunity affects the appearance of District property or disrupts the operation of the District; and
- The extent to which the naming opportunity interjects advertising or commercialism into the schools or classrooms.

The District is interested in naming opportunities that reflect positively on the District. The District will not accept naming opportunities from individuals or organizations that would negatively represent or portray public education; are inconsistent with other District policies or with any applicable law; are related to tobacco, illegal drugs, alcohol or weapons; have products/services that are incompatible with a child's well-being or negatively impact school programs and services; or are otherwise objectionable as determined by the District in its exclusive discretion.

Where a facility has been named in connection with this policy and the School Board subsequently determines, in its exclusive discretion, that the naming of a facility after such individual or organization is no longer consistent with the ideals and values of the District or would negatively impact the reputation or image of the District, then the District may revoke such naming of the facility.

All naming agreements must be in writing, and the goals, objectives, benefits and other terms and conditions of the relationships must be stated clearly at the outset. Additionally, the roles and responsibilities of all parties (students, teachers, parents, schools, the District, sponsors) must be clearly defined and resources provided by all parties must be clearly described.

Administrative Responsibility

It shall be the responsibility of the Administration to implement and enforce this policy, and to develop Administrative Procedures for implementation or enforcement where necessary. It shall also be the responsibility of the Administration to develop and maintain a set of guidelines for naming rights within the District titled Naming Opportunities Guidelines.

Communication

This Policy shall be communicated to:

1. District Staff
2. Students and Parents
3. The Mt. Lebanon Community
4. Donors and Prospective Donors

Adopted June 16, 2008
Revised March 19, 2012
Revised May 19, 2014
Revised November 17, 2014