Title: Naming of Buildings and Facilities: Sponsorships, Donations or Other Contributions Procedure
Code: FF 2 R
Section: Section F: Facilities Planning and Development

Purpose

Academy District 20 recognizes that partnerships, sponsorships, donations, grants and other contributions may provide meaningful support for District buildings, facilities, programs, scholarships, student opportunities and other District priorities.

The purpose of this procedure is to establish a process for considering naming opportunities connected to such support. This procedure is intended to supplement Policy FF and Regulation FF-R. Nothing in this procedure limits the authority of the Board of Education, which retains final authority to name or rename District buildings and facilities.

Scope

This procedure applies to proposed naming opportunities connected to a sponsorship, donation, grant, scholarship commitment, program-founding contribution, in-kind contribution or other material support provided to the District.

Naming opportunities may include, but are not limited to:

1. District buildings;
2. District facilities;
3. Areas within buildings or facilities, including classrooms, laboratories, libraries, auditoriums, theaters, gymnasiums, athletic fields, stadiums, common areas, meeting rooms, performance spaces or similar areas;
4. District programs, academies, pathways, centers, initiatives or activities;
5. Scholarships or recurring student-support funds;
6. Equipment, scoreboards, signage, digital displays or other District-owned assets; and
7. Other District assets or opportunities approved for consideration by the superintendent or designee.

Board Authority

The Board of Education retains final authority to approve the naming or renaming of District buildings and facilities.

The superintendent or designee may develop, review and recommend sponsorship-related naming opportunities for Board consideration. No employee, school, department, committee, sponsor, donor or outside organization may promise, approve or implement a naming opportunity that requires Board approval unless and until such approval has been granted by the Board.

A proposed naming opportunity shall not create a right or entitlement to naming, recognition, renewal, exclusivity or continued use of a name.

Initiation of a Sponsorship-Related Naming Proposal

A sponsorship-related naming proposal may be initiated by:

1. The superintendent or designee;
2. A principal, department leader or District administrator;
3. A potential sponsor, donor, foundation, nonprofit organization or community partner;
4. A District resident, staff member, student group, booster organization or parent organization; or
5. Another individual or organization as deemed appropriate by the superintendent or designee.

All proposals shall be submitted to the superintendent or designee for initial review. The superintendent or designee may decline to advance any proposal that is incomplete, inconsistent with District interests, not aligned with District policy, or otherwise not appropriate for further consideration.

Review Criteria

In reviewing a sponsorship-related naming proposal, the superintendent or designee shall consider factors that may include, but are not limited to:

1. Alignment with the District's mission, values, strategic priorities and educational purpose;
2. The nature, amount, duration and reliability of the proposed contribution or support;
3. The proposed use of funds or in-kind support;
4. The relationship between the proposed name and the building, facility, program, area or asset to be named;
5. The potential benefit to students, staff, schools, programs or the District as a whole;

6. The sponsor's or donor's reputation, history, public association and compatibility with a public school setting;
7. The potential impact on students, staff, families, school communities and the broader District community;
8. Whether the proposed name could create an actual or perceived endorsement of a product, service, political position, religious viewpoint or other viewpoint;
9. Whether the proposal creates or appears to create a conflict of interest;
10. Equity, access and appropriateness for the age and developmental level of students who may encounter the name, signage or recognition;
11. Legal, financial, procurement, gift, advertising, nondiscrimination, student privacy and ethical considerations;
12. The cost of signage, installation, maintenance, replacement or removal;
13. The proposed duration of the naming opportunity;
14. The effect of future renovations, relocation, closure, program changes or changes in District operations; and
15. Any other factor deemed relevant by the superintendent or designee.

Prohibited or Restricted Naming Opportunities

The District may reject or restrict a proposed naming opportunity when the proposed name, sponsor, donor, message, product, service or association is inconsistent with District interests or the educational environment.

Naming opportunities shall not be approved if they would:

1. Promote or appear to promote products, services or activities that are illegal for minors;
2. Promote tobacco, nicotine, vaping, marijuana, controlled substances, alcohol, weapons, gambling, sexually explicit material or other products or services inappropriate for a school setting;
3. Promote discrimination, harassment, intimidation or conduct inconsistent with District policy;
4. Create a substantial disruption to the educational environment;
5. Create a conflict of interest or the appearance of improper influence over District decisions;
6. Compromise student privacy, staff privacy or confidential District operations;
7. Suggest that a sponsor or donor controls curriculum, instruction, staffing, student participation, grading, program admission, school operations or District decision-making;
8. Imply District endorsement of a political candidate, political party, ballot issue, religious doctrine or ideological viewpoint; or
9. Otherwise conflict with law, Board policy, District values or the best interests of the District.

Written Agreement Required

Before a sponsorship-related naming opportunity is implemented, the District shall require a written agreement approved by the superintendent or designee and, when required, by the Board of Education.

The agreement should address, as applicable:

1. The name to be used;
2. The building, facility, program, area or asset to be named;
3. The amount, type, timing and duration of the contribution;
4. The intended use of funds or in-kind support;
5. The term of the naming opportunity;
6. Signage, display, branding, recognition and design requirements;
7. District control over final wording, design, placement and removal of signage or recognition;
8. Renewal, extension or expiration terms;
9. Termination or revocation rights;
10. Sponsor or donor conduct expectations;
11. Responsibility for costs associated with signage, installation, maintenance, replacement or removal;
12. A statement that the naming opportunity does not create ownership, leasehold, property or control rights in District property or programs;
13. A statement that the naming opportunity does not permit the sponsor or donor to control curriculum, instruction, operations, staffing or student participation;
14. A statement that the naming opportunity does not constitute District endorsement of the sponsor's products, services, viewpoints or activities;
15. Any exclusivity provisions, if recommended by the superintendent or designee and approved by the Board when required; and
16. Any other terms necessary to protect the District's interests.

Duration of Naming Opportunities

Sponsorship-related naming opportunities should generally be time-limited unless the Board expressly approves a different term.

The superintendent or designee may recommend a naming term based on the nature and value of the contribution, the type of asset being named, the useful life of the asset, the anticipated duration of the program or support, and the best interests of the District.

Unless otherwise approved by the Board, naming opportunities may be structured as follows:

1. Programs, pathways, scholarships or initiatives may be named for the duration of the associated funding commitment;

2. Interior areas, rooms, laboratories, studios, common areas or similar spaces may be named for a defined term based on the contribution and expected use of the space;
3. Athletic areas, performance areas, scoreboards, displays or similar assets may be named for a defined term tied to the agreement, useful life of the asset or sponsorship term; and
4. Major buildings or facilities may be named for a longer defined term, subject to Board approval.

The expiration of a naming term does not require the District to continue, renew or replace the naming opportunity.

Revocation, Removal or Modification

The District reserves the right to revoke, remove, modify or discontinue a sponsorship-related name or recognition if:

1. The sponsor or donor fails to fulfill the terms of the agreement;
2. The sponsor or donor engages in conduct that is inconsistent with District values or detrimental to the District's reputation;
3. Continued use of the name would create disruption, controversy or reputational harm;
4. The named building, facility, program, area or asset is significantly changed, relocated, repurposed, renovated, closed or discontinued;
5. Continued use of the name would conflict with law, Board policy or District interests;
6. The agreement expires or is terminated; or
7. The Board determines that removal or modification is in the best interests of the District.

The District shall not be responsible for damages, lost promotional value, lost recognition value or other claims arising from revocation, removal, modification or discontinuation of a name, except as expressly provided in a written agreement.

Stakeholder Input

The superintendent or designee may determine the level of stakeholder input appropriate for a proposed sponsorship-related naming opportunity.

Stakeholder input may include consultation with school leadership, staff, students, families, booster organizations, community members, advisory groups or a naming committee. The level of input may vary based on the scope, visibility, duration and potential community impact of the proposed naming opportunity.

For major buildings, facilities or highly visible spaces, the superintendent or designee may use a committee process consistent with FF-R or another process deemed appropriate.

Recommendation to the Board

When Board approval is required, the superintendent or designee shall provide a recommendation to the Board that includes, as appropriate:

1. The proposed name;
2. The building, facility, program, area or asset to be named;
3. Information about the sponsor, donor or contributing organization;
4. The nature, amount and duration of the contribution;
5. The proposed use of funds or in-kind support;
6. The proposed term of the naming opportunity;
7. A summary of the review process;
8. A summary of stakeholder input, if gathered;
9. Any relevant legal, financial or operational considerations;
10. The proposed agreement or a summary of key agreement terms; and
11. The rationale for the recommendation.

The Board may approve, reject, modify, table or request additional information regarding any proposed naming opportunity.

Relationship to Advertising and Sponsorship Policies

Sponsorship-related naming opportunities shall be reviewed in conjunction with applicable District policies and procedures governing advertising, gifts, donations, procurement, conflicts of interest, nondiscrimination, student privacy, facilities and fiscal management.

Approval of a naming opportunity does not automatically authorize additional advertising, marketing, signage, promotions, product placement, exclusivity or access to students, families or staff unless expressly authorized through the applicable District process and written agreement.

No Endorsement

The naming of a District building, facility, program, area or asset in recognition of a sponsor, donor or contribution does not constitute District endorsement of the sponsor's or donor's products, services, viewpoints, activities or affiliations.

The District retains sole discretion over the educational environment, District operations, student programs, curriculum, instruction, communications, signage and use of District property.

Adopted/Approved: July 1, 2026