

	Policy Title Donor Recognition & Naming Rights	Policy Number 2.7
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I. Purpose

- a. The Camas Public Library recognizes the important role philanthropic support, sponsorships, partnerships, and volunteer contributions play in enhancing Library spaces, services, collections, programs, and community experiences.
- b. This policy establishes guidelines for donor recognition and naming opportunities associated with the Camas Public Library. It is intended to provide a consistent, equitable, and mission-aligned framework for acknowledging support while preserving the integrity, accessibility, and public trust of the Library.
- c. This policy supplements the *City of Camas Naming Policy* and applies specifically to donor recognition and naming opportunities associated with Library facilities, spaces, programs, amenities, services, and activities. In the event of conflict, the *City of Camas Naming Policy* shall govern.
- d. The Camas Public Library may implement and administer aspects of this policy in partnership with the Friends & Foundation of the Camas Library (FFCL).

II. General Principles

- a. Recognition provided by the Library should:
 - Reflect the mission, vision, and values of the Camas Public Library and the City of Camas
 - Be proportional and appropriate to the nature and scale of the contribution
 - Maintain the welcoming and community-centered character of the Library
- b. Recognition does not imply endorsement by the Library or City of any political position, religious viewpoint, commercial product, or organization.
- c. The Library reserves the right to decline or discontinue recognition that:
 - Conflicts with the Library's mission or values
 - Includes discriminatory, hateful, or otherwise inappropriate content
 - May reasonably be expected to damage public trust or the reputation of the Library or City.

III. Forms of Donor Recognition

- a. The Library may acknowledge support through a variety of recognition methods, including but not limited to:
 - Printed or digital acknowledgements
 - Event or program sponsorship recognition

- Flyers, brochures, newsletters, and annual reports
- Website or social media recognition
- Temporary signage
- Donor walls or plaques
- Memorial furnishings or installations
- Interpretive signage or displays
- Book Plates
- Sponsorship acknowledgements
- Long-term naming opportunities

Recognition methods shall be appropriate to the nature, duration, and scale of the contribution provided.

Routine donor and sponsor acknowledgements conducted as part of normal Library operations or programming may be administered by the Library Director or designee and do not require Board approval unless otherwise specified in this policy.

IV. Sponsorship Recognition

- The Library may acknowledge financial or in-kind sponsorship support for programs, events, collections, exhibits, services, or initiatives.
- Sponsorship recognition may include:
 - Logos on promotional materials
 - Event signage
 - Digital acknowledgements
 - Verbal recognition at events
 - Temporary displays or acknowledgements
- Sponsorship recognition is temporary in nature and does not constitute naming rights unless specifically approved under Section VI of this policy.
- Sponsorship arrangements shall:
 - Be compatible with the Library's mission and values
 - Maintain the Library's independence and neutrality
 - Avoid excessive commercialism within Library spaces

V. Memorials and Honorary Recognition

- The Library may recognize individuals, families, organizations, or community groups through memorial or honorary recognition opportunities such as:
 - Plaques and donor walls
 - Memorial furnishings
 - Book or collection dedications
 - Interpretive displays
 - Temporary commemorative displays
- Memorial or honorary recognition does not necessarily confer naming rights.
- Recognition for living individuals shall generally be limited to exceptional circumstances and shall align with applicable City policy.

VI. Naming Rights

a. Permanent Civic Naming

Permanent naming of Library facilities or major public spaces may occur in accordance with the *City of Camas Naming Policy* and is generally reserved for:

- Historically significant individuals or events
- Extraordinary civic leadership or service
- Exceptional contributions to the Camas community
- Historically or culturally significant place names

Permanent civic naming typically requires approval by the appropriate City authority as outlined in the City of Camas Naming Policy.

b. Long-Term Naming Opportunities

The Library may offer long-term naming opportunities for designated spaces, collections, amenities, or features in recognition of significant philanthropic contributions.

Examples may include:

- Study rooms
- Meeting rooms
- Early literacy spaces
- Children's areas
- Discovery or activity spaces
- Courtyards or gardens
- Galleries or exhibit spaces
- Reading nooks or seating areas
- Collection areas
- Makerspaces or technology spaces

Naming rights are generally time-limited and shall:

- Be proportional to the value of the contribution
- Reflect the useful life of the space or amenity
- Support Library strategic priorities or capital improvements

Specific contribution levels and naming opportunities may be established periodically by the Library Director, with fundraising support and implementation assistance from FFCL, including through campaign-specific fundraising plans.

VII. Duration, Renewal, and Removal

a. Naming rights and donor recognitions may be temporary or time-limited depending on the type of recognition provided.

b. Naming terms should:

- Be commensurate with the value of the contribution
- Reflect the useful lifespan of the associated asset, amenity, or space
- Consider future Library flexibility and community needs

c. Renewal of naming recognition is not automatic and shall be evaluated under the policies and priorities in effect at the time of renewal.

d. Upon expiration of a naming term, the Library may:

- Renew the recognition
 - Rename the space
 - Repurpose the area
 - Transition recognition to another format
- e. The Library reserves the right to remove, modify, or discontinue recognition when:
- The associated space or asset is substantially renovated, repurposed, or removed
 - The naming term has expired
 - Continued recognition no longer serves the best interests of the Library or City
 - The recognized individual or organization engages in conduct that may reasonably bring discredit to the Library or City
- f. When practical, the Library will make reasonable efforts to consult with donors or their representatives prior to removal or modification.

VIII. Approval Authority

- a. Donor recognition and naming proposals may be initiated by:
- The Library Board of Trustees
 - The Library Director
 - FFCL
 - City staff
 - Members of the public
- b. The Library Board of Trustees shall serve as the primary approval authority for naming rights and significant donor recognition proposals unless otherwise required by the *City of Camas Naming Policy*.
- c. The Library Director or their designee may approve routine sponsorship acknowledgements, temporary recognitions, signage and displays, and standard donor recognition activities conducted in the normal course of Library operations.
- d. Naming proposals requiring City approval shall be forwarded to the appropriate City authority with a recommendation from the Library Board of Trustees.
- e. FFCL may assist the Library with fundraising efforts, donor stewardship, campaign implementation, and administration related to approved donor recognition opportunities.

IX. Signage and Design Standards

- a. Donor recognition signage and displays shall:
- Be consistent with the Library's aesthetics and accessibility standards
 - Maintain the welcoming and community-centered nature of Library spaces
 - Be proportional and appropriate to the recognition provided
- b. Final decisions regarding placement, wording, materials, duration, and design shall rest with the Library Director or their designee.

Adopted by the Board of Trustees: June 2026

Reviewed by City Attorney: