

Sample Policies: Naming Rights

1. Philanthropic Naming Rights Policy, Pinellas County
2. City of San Carlos, Parks and Recreation Department
3. City of Vancouver, Naming Rights Policy, Civic Community Facilities
4. Naming Rights Policy, Buncombe County Parks, Greenways, and Recreation

PHILANTHROPIC NAMING RIGHTS POLICY

I. SCOPE OF POLICY:

The Board of County Commissioners establishes the following naming rights policy to provide guidance in approving philanthropic naming rights for County owned or controlled property or facilities, recognizing financial contributions by any individual or entity. This policy shall not apply to corporate naming rights, which are addressed as provided in the Pinellas County Sponsorship Policy, or honorary naming rights, which are addressed as provided in the Pinellas County Honorary Naming Rights Policy.

II. DEFINITIONS:

The following words will have the meaning ascribed to them herein:

A. "civic or charitable group" shall mean a nonprofit entity, family, or group that has made a substantial contribution to the community, either through civic involvement, involvement in historic events relevant to specific County property, or to the geographical location of specific County property; or made a financial and/or in-kind donation to support a specific public service or County property. For-profit entities of any type shall not be considered a civic or charitable group.

B. "individual" shall mean a person who has made a financial and/or in-kind donation to support a specific public service or County property.

C. "honorary naming rights" shall mean the naming of County property to honor the service, commitment, or other type of participation by an individual, or civic or charitable group. Honorary naming rights are addressed as provided in the Pinellas County Honorary Naming Rights Policy.

D. "philanthropic naming rights" shall mean the naming of County property due to a charitable donation from an individual, civic or charitable group, or other entity or organization that is intended to enhance the community by financial and/or in-kind support for a specific public service or County property.

E. "corporate naming rights" shall mean a mutually beneficial business arrangement between the County and an external entity (individual, for-profit, or not-for-profit organization), wherein the external entity provides goods, services, or financial support to the County in return for access to the commercial and/or marketing potential associated with the public display of the external entity's name on Pinellas County property. Corporate naming rights are addressed as provided in the Pinellas County Sponsorship Policy.

F. "County property" shall mean County owned or controlled real property, public facilities such as buildings or parks, features or attributes of a facility such as a bench, tree, bridge, walkway, hallway or room, or other public venue.

III. PROCESS: The process to establish philanthropic naming rights for County property shall be as follows:

County departments, boards or agencies may develop philanthropic naming rights opportunity plans, in conjunction with the County Administrator or his/her designee, to be implemented as approved by the County Commission by resolution. For philanthropic naming rights not covered by an approved naming rights opportunity plan, a philanthropic naming rights plan shall be developed. In developing said plans, or in reviewing nominations for philanthropic naming rights as provided herein, the following criteria shall be complied with:

- A. Philanthropic naming rights opportunity plans shall establish an aggregate campaign goal. Factors to be considered in development of the goal shall include, but not be limited to, capital costs, annual operating and maintenance costs, and desirability and marketability of the opportunity. Each campaign goal shall be developed on a case-by-case basis.
- B. All assets for which naming opportunities will be offered shall be valued as a function of the aggregate campaign goal within the philanthropic naming rights opportunity plan. Factors to be considered in the valuation of each asset shall include desirability and marketability, exposure associated with the naming of the asset, and relative value as compared with other assets that are part of the campaign.
- C. In-kind donations of real property shall be valued at the fair market value of the real property. In-kind donations of personal property shall be valued at 50% of the retail cost of the personal property; provided, however, if the property donated was budgeted for acquisition by the County, the personal property shall be valued at the County's cost to acquire the personal property.
- D. All naming rights shall be approved for a specific term, which shall not be longer than the useful life of the property or facility, as determined by the County, unless otherwise established in the naming rights opportunity plan or in a donor contract approved by the County and the donor.
- E. Naming rights opportunity plans shall establish a review process either by a standing committee (the composition shall be identified in the plan) or by department employee(s), and shall be approved by the Board of County Commissioners by resolution before implementation of the plan.
- F. The review committee established in the plan shall consider compliance with the established naming rights policy; whether the donation is from a potentially controversial source (e.g. tobacco, alcohol, etc.); appropriate signage; compliance with the required approval process for accepting

donations; whether a donor contract is appropriate, and if so, the terms thereof; citizen input; and any other relevant factors. In addition, upon notice to the County Commission, the County Administrator may refuse any financial and/or in-kind donation if it is deemed to not be in the best interests of the County.

**City Of San Carlos
Parks and Recreation Department**

**NAMING POLICY FOR PARKS, BUILDING, FACILITIES AND PROGRAMS
FOR THE 21ST CENTURY**

The following proposed new naming policy for the City of San Carlos Parks and Recreation Department is consistent with the philosophy outlined in the *Alternative Fund Development Program* and detailed in the Memorandum of Understanding (MOU) as an operating document between the City of San Carlos for the Park and Recreation Department and the San Carlos Parks and Recreation Foundation.

1. The City of San Carlos through its Parks And Recreation Department has and in the future intends to authorize the "naming" of certain parks, facilities, buildings, rooms, landscape areas, and programs (Facilities) in return for private sector monies donated to and managed by the San Carlos Parks and Recreation Foundation in accordance with the MOU between the City of San Carlos and the San Carlos Parks and Recreation Foundation.
2. The City of San Carlos Parks and Recreation Department shall utilize the San Carlos Parks and Recreation Foundation to solicit and approve naming of certain facilities as approved by City Council and as detailed in the MOU between the parties.
3. The City of San Carlos Parks and Recreation Department shall establish the terms of the naming agreements, including necessary gifting amounts, length of memorialization, management of funds and plaque locations and size. Gifting amounts shall be based on the *Alternative Fund Development Program* formula reviewed by City Council on January 23, 2006 and detailed in the *City of San Carlos Naming Policy For The 21st Century - Gifting Formula*.
4. The San Carlos Parks and Recreation Foundation and the City of San Carlos Parks and Recreation Department philosophically and by policy will not name any asset without the necessary monetary gift as detailed in the *Alternative Fund Development Program* of the City of San Carlos Parks and Recreation Department.
5. Facilities that have been given a commemorative name will not be available for naming rights.
6. Names with connotations that by contemporary community standards are derogatory or offensive will not be considered.
7. Naming rights carry no power of direction, or implied power of direction, to the City on matters of appointment of persons, City policy, or any other government process.
8. The City of San Carlos Parks and Recreation Department intends to establish a "San Carlos Wall of Fame" in recognition of individuals and organizations that have been instrumental in the development of San Carlos and its Parks and Recreation facilities and programs and who have exercised extraordinary commitment to the City of San Carlos. This Wall of Fame will be located in a prominent area of the city and the individuals and organizations honored will not necessarily be required to have given assets to the City of San Carlos Parks and Recreation Department or community. This will allow the department to honor volunteers and in-kind significant donations of organizations and companies.

9. **The City of San Carlos Parks and Recreation Department shall utilize the San Carlos Parks and Recreation Foundation to solicit endowments and sponsorships as detailed in the MOU between the parties. The City of San Carlos through its Parks and Recreation Department will provide the Foundation priority programs and facilities with financial considerations for naming on an annual basis. These priorities will be reflective of a master plan annually reviewed by the San Carlos Parks and Recreation Commission and approved by the San Carlos City Council. It will also consider any proposals put forth by the Trustees of the Parks and Recreation Foundation.**

10. **The City of San Carlos Parks and Recreation Department will have final approval on all "naming", including wording of plaques, press releases, and any and all factors and details of the Facilities or program naming.**

City of Vancouver Naming Rights Policy, Civic Community Facilities

1. Preamble

Naming Rights refers to the granting by the owner the right to name a piece of property or portions of a property usually granted in exchange for financial consideration.

Commemorative Naming refers to the naming of a property in honour of outstanding achievement, distinctive service, or significant community contribution.

This policy is intended to cover Naming Rights for Civic Community Facilities. A companion policy, Commemorative Naming Policy, Civic Community Facilities covers requests to name Civic Community Facilities as an honour and generally without financial consideration.

Section 1.01

2. Purpose


- 2.1. The purpose of this Policy is to provide clear guidance regarding Naming Rights for Civic Community Facilities. The goal is to provide a consistent evaluation framework and approval process when considering Naming Proposals for Civic Community Facilities.
- 2.2. This Policy is intended to balance public and private interests by encouraging philanthropic giving while acknowledging public investment in, and ownership of Civic Community Facilities as well as the public realm; and to encourage continued investment in these facilities for the benefit of the citizens of Vancouver for generations to come.

3. Scope

For other policies related to Naming, see Section 4.

3.1. This Policy applies to all Civic Community Facilities (see Definitions in Section 5), including Interior and Exterior Building Components, including those facilities operated directly by the City, and those operated by Non-profit Tenants.

3.2. This Policy does not apply to:

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- a) City-owned facilities leased to commercial tenants;
 - b) City core services facilities (eg. City Hall, firehalls, police stations);
 - c) Non-City facilities (eg. BC Place, Scotiabank Dance Centre);
 - d) Non-City facilities which occupy City lands, and where the building is wholly and currently owned by the non-profit tenant (eg. YWCA Crabtree Corner, Chinese Cultural Centre);
 - e) Naming of Vancouver Public Library facilities (See Section 4);
 - f) Naming of streets (See Section 4);
 - g) Naming of parks (See Section 4); and
 - i) Naming of programs, events, or other kinds of sponsorships.

4. Other Related Naming Policies

Related Civic Naming policies include:

- a) City of Vancouver: Commemorative Naming Policy;
- b) Vancouver Public Library: Sponsorship Policy and Donor Recognition Guidelines;
- c) ~~City of Vancouver: Street Naming Guidelines; and~~
- d) Vancouver Park Board: Guidelines for Naming Parks.

5. Definitions

5.1. **Applicant:** either a civic department, in the case of City-operated facilities, or a Non-profit Tenant, which makes a formal Proposal to the City to name all or portions of a Civic Community Facility.

5.2. **Approval Agreement:** an agreement between the City and a Non-profit Tenant outlining the terms and conditions of approval in granting Naming Rights.


- 5.3. **Civic Community Facility:** any property, complex, structure, building or portion thereof owned or controlled (e.g. through longterm lease) by the City of Vancouver but excluding properties identified in Section 3.2.
- 5.4. **Commemorative Naming:** Naming Rights granted to honour outstanding achievement, distinctive service, or significant community contribution. Commemorative Naming will not be tied to a financial contribution.
- 5.5. **Community Sport Facilities:** any Civic Community Facility used primarily for sporting activities, programs or services, but excluding those in the care and custody of the Park Board.
- 5.6. **Corporate Naming:** ~~Naming Rights~~ granted to a corporation or a corporate foundation, negotiated for a specific fee.
- 5.7. **Cultural Facility:** any Civic Community Facility used primarily for the purpose of arts and cultural activities, programs or services but excluding those in the care and custody of the Park Board and/or operated by the Vancouver Public Library.
- 5.8. **Designated City Staff:** for the purpose of administering this Policy, the City Manager will designate a staff person in the relevant City department.
- 5.9. **Exterior Facility Components:** all ancillary structures, and all exterior components of a Civic Community Facility which are visually accessible from the public realm, including, but not limited to, plazas, courtyards, squares, gardens, lawns, playing fields, playgrounds.
- 5.10. **Individual and Community Organization Naming:** Naming Rights granted to an individual, group of individuals, family foundation, or a non-profit community organization in recognition of significant philanthropy.
- 5.11. **Interior Facility Components:** all substantial interior components of a Civic Community Facility, including, but not limited to, wings, halls, auditoriums, galleries, lounges, lobbies, and program rooms, etc.

- 5.12. **Logo:** a combination of characters and/or graphics used to identify a company or organization, including a symbol, wordmark, or trademark.
- 5.13. **Market Valuation:** a current assessment of the potential value within the marketplace of the Naming Rights for a specific property.
- 5.14. **Naming Rights Agreement:** a legal contract outlining the terms of the agreement between the Applicant and Naming Entity.
- 5.15. **Naming Entity:** The entity (eg. corporation, community organization or individual) to whom Naming Rights are granted pursuant to a Naming Rights Agreement.
- 5.16. **Naming Rights:** the right to name or rename a piece of property, or parts of a property granted in exchange for financial considerations.
- 5.17. **Non-profit Tenant:** a Non-profit organization occupying a Civic Community Facility through an Occupation Agreement.
- 5.18. **Occupation Agreement:** the lease, sublease, licence, sublicence, management and/or operating agreement which grants a Non-profit Tenant the right to use and occupy a Civic Community Facility or a portion thereof.
- 5.19. **Park Board Facility:** Any Civic Community Facility under the care and custody of the Park Board, including but not limited to community centres, pools, rinks, gardens, conservatories, and tenanted properties.
- 5.20. **Proposal:** the proposal by an Applicant to the City with respect to Naming Rights.
- 5.21. **Public Realm:** Publicly owned streets, sidewalks, rights-of-ways, parks and other publicly accessible or visually accessible open spaces.
- 5.22. **Renaming:** a change of name of a piece of property which already has a name whether geographic, commemorative or historic.

- 5.23. **Social Services and Childcare Facility:** any Civic Community Facility used primarily for the purpose of social, community, and childcare programs or services but excluding those in the care and custody of the Park Board.

6. General Principles

- 6.1. The granting of Naming Rights is intended to support and promote investment in Civic Community Facilities that provide important services to citizens.
- 6.2. Naming Rights may be granted under the terms and conditions outlined in this Policy as recognition for financial contributions from Naming Entities, where these contributions result in significant and direct benefits to the community.
- 6.3. A Naming Rights Agreement may not compromise the City's or a Non-profit Tenant's ability to carry out its functions fully and impartially.
- 6.4. Neither the City nor its Non-profit Tenant may relinquish any aspect of its right to manage and control a Civic Community Facility through a Naming Rights Agreement.
- 6.5. The granting of Naming Rights will not entitle a Naming Entity to preferential treatment by the City outside of the Naming Rights Agreement.
- 6.6. The approval of Naming Rights is not intended to replace other grant or support programs to Non-profit Tenants.
- 6.7. A Naming Rights Agreement must not conflict with the terms and conditions of any existing Occupation Agreement between the City and a Non-profit Tenant, and/or between the City and a head-landlord.
- 6.8. Established names of facilities contribute significantly to historic continuity, community identity and pride.

- 6.9. Naming Rights recognition will be compatible with the physical attributes of a location.
- 6.10. Naming Rights opportunities are intended to benefit the Applicant in the provision of significant and direct benefits to the community.
- 6.11. The approval of Naming Rights will not result in additional costs for the City, excluding the City's approval process.
- 6.12. The authority to grant Naming Rights rests with Council or its designate.
- 6.13. The City will not pursue Naming Rights with respect to a Civic Community Facility fully occupied by a Non-profit Tenant.
- 6.14. In multi-tenanted buildings, Proposals for Naming Civic Community Facilities, Exterior Facility Components or common areas will only be considered if all the Tenants support the Proposal and their support is documented to the City's satisfaction.
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7. Guidelines

- 7.1. The granting of Naming Rights will be considered for the following categories of Civic Community Facilities, noting approval will be subject to the application process outlined in section 7:

a) Community Sport Facilities	Corporate	Individual
i. New	Yes	Yes
ii. Renaming	No	Yes
iii. Interior Facility Components	Yes	Yes
iv. Exterior Facility Components	Yes	Yes

b) Cultural Facilities		Corporate	Individual
i.	New	Yes	Yes
ii.	Renaming	No	Yes
iii.	Interior Facility Components	Yes	Yes
iv.	Exterior Facility Components	Yes	Yes

c) Park Board Facilities		Corporate	Individual
i.	New	No	Yes
ii.	Renaming	No	Yes
iii.	Interior Facility Components	Yes	Yes
iv.	Exterior Facility Components	No	Yes

d) Social Services, Childcare		Corporate	Individual
i.	New	No	Yes
ii.	Renaming	No	Yes
iii.	Interior Facility Components	Yes	Yes
iv.	Exterior Facility Components	No	Yes

7.2. Any Applicant seeking approval of the granting of Naming Rights must first establish an internal Policy related to the sale of Naming Rights which has been approved by its Board of Directors, or in the case of civic departments and Boards, by the City Manager or General Managers of Boards.

7.3. Any Non-profit Tenant seeking approval for Naming Rights must have a current signed Occupation Agreement in place with the City, and must be in full compliance with that Agreement, to the satisfaction of the City.

- 7.4. City Council or its designate shall have the authority to either grant or refuse any Proposal to name Civic Community Facilities or any portion thereof.
- 7.5. The City will only consider Proposals directly from an Applicant.
- 7.6. The City shall evaluate Corporate Naming Proposals according to the following criteria:
- a. An assessment of the Proposal against the Applicant's mission, vision and values.
 - b. A Naming Entity's products, services and business practices shall not contradict, to the extent reasonably ascertainable, the mandate, policies or objectives of the City, including the City's Ethical Purchasing Policy.
 - c. The Naming Entity's products, services and business practices shall conform to all applicable federal, provincial or municipal statutes, to the extent reasonably ascertainable.
- 7.7. The City shall evaluate Individual and Community Organization Naming Proposals according to the following criteria:
- a. An assessment of the Proposal against the Applicant's mission, vision and values
 - b. The Naming Entity should have a direct relationship with the Applicant
 - c. If the Naming Entity is a non-profit community society, the Naming Entity must be a registered charitable society in good standing under the BC Societies Act.
 - d. If the Naming Entity is a non-profit community society, an assessment of the compatibility of the Naming Entity's and Applicant's mission, vision and values.
- 7.8. Logos will not be permitted on any signage relating to Naming Rights save and except for the Applicant's logo.
- 7.9. Signage and acknowledgement associated with Naming Rights must comply with all applicable laws and by-laws, and must be approved in advance by the City.
- 7.10. Naming of a Civic Community Facility should include the purpose of the facility (eg. The ABC Performing Arts Centre as opposed to The ABC Centre).

- 7.11. Renaming of Civic Community Facilities must reflect the historic name.
- 7.12. All Naming Rights Agreements will be for a fixed term, not to extend beyond the term of the Occupation Agreement.
- 7.13. If a Naming Rights Proposal is approved by Council or its designate, an Approval Agreement will be executed between the City and the Non-profit Tenant authorizing the Non-Profit Tenant to grant Naming Rights to the Naming Entity under terms and conditions to the satisfaction of the City's Legal Department.
- 7.14. The City will endeavour, to the extent reasonably practicable, to balance its responsibility to maintain transparent processes and provide full disclosure to the public, with its responsibility to maintain confidentiality regarding third party interests.

8. Application Process

- 8.1. For all Naming requests (Civic Community Facilities, Interior and Exterior Facility Components), the Applicant will provide the Designated City/Board Staff with advance written notice of its intention to pursue Naming Rights, along with a copy of the Applicant's Naming Rights Policy which has been approved by the Applicant's Board of Directors, or in the case of a City operated facility, by the City Manager.
- 8.2. Designated City/Board Staff will review the Applicant's Naming Rights Policy to determine if it meets the intent of this Policy.
- 8.3. Applicants will make a Proposal and will provide to the Designated City Staff all relevant materials including:
- a) Capital campaign plan including case for support, and comprehensive list of naming opportunities;
 - b) Current market valuation of the proposed Naming opportunity completed by an independent fundraising professional;
 - c) Proposed Naming Rights fee;

- d) Proposed term of Naming Agreement;
- e) Proposed rights and benefits;
- f) Demonstrated support from key stakeholders (eg. members, users, donors, funders);
- g) Intended use of funds (eg. capital, endowment, capital reserve plans);
- h) Draft signage and acknowledgement plan;
- i) In the case of a multi-Tenanted Civic Community Facility, letters of support and approval from all other Tenants or occupants of the Civic Community Facility; and
- j) Draft Naming Rights Agreement.

8.4. Designated City staff will review the Proposal and prepare a report.

8.5. For Corporate Naming Proposals for an entire Civic Community Facility, the City will commission and pay for an independent public opinion survey. Survey wording will be developed in non-binding consultation with the Applicant. A minimum approval rate of 50% of those surveyed will be required for the Proposal to be submitted to Council for consideration.

8.6. If the Naming request is associated with a heritage building, the Designated City Staff will seek the advice of the City's Heritage Commission.

8.7. Naming Proposals for Civic Community Facilities which comply with this Policy will be reported to City Council or its designate for consideration and decision.

8.8. Naming Proposals for Interior and/or Exterior Facility Components of a Civic Community Facility which comply with this Policy will be reported to the City Manager for consideration and decision.

9. Roles & Responsibilities

9.1. The City Manager will:

- i. Designate a City staff person in the appropriate City departments who will:
 - a) Act as the primary liaison for Naming Rights requests;
 - b) Provide information to the Applicant on the interpretation of this Policy;
 - c) Evaluate the extent to which this Policy's guidelines have been met in the Proposal;
 - d) Facilitate timely communication;
 - e) Protect the confidentiality of Naming Rights Agreements to the extent practicably possible;
 - f) Facilitate and pay for an independent public opinion survey where required;
 - g) Review all Naming Rights Agreements to ensure that the City's interests are adequately protected;
 - h) Seek advice from the City's Advisory Committees, if appropriate;
 - i) Seek advice from the City's Legal Services Department regarding the proposed Naming Rights Agreement; and
 - j) Report to the City Manager, City Council or its designate as appropriate.

 - ii. Maintain a registry of all Occupation Agreements, Naming Rights Agreements, Commemorative Naming Agreements and Approval Agreements.

 - iii. Consider and respond to all requests for Naming of Interior Facility Components and Exterior Facility Components based on this Policy.
- 9.2. City Council will consider Naming Proposals for Civic Community Facilities based on this Policy.
- 9.3. An Applicant will:
- a) Develop a Naming Rights Policy to be approved by its Board of Directors, or in the case of City-operated Civic Community Facilities, by the City Manager;
 - b) Undertake due diligence to ensure all Proposals meet the spirit, intent, guidelines and procedures outlined in this Policy;
 - c) Provide the Designated City Staff with the necessary documentation and information as outlined in this Policy;
 - d) Execute a Naming Rights Agreement as outlined in this Policy;
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- e) Execute an Approval Agreement as outlined in this Policy;
- f) Maintain regular communication with Designated City Staff throughout the process; and
- g) Assume any costs associated with the Naming of a Civic Community Facility or any portion thereof, with the exception of a public opinion survey where required.

10. Naming Rights Agreement

10.1. Naming Rights Agreements will be in the form of a legal contract between the Applicant and Naming Entity and should contain:

- a) A description of the contractual relationship, specifying the exact nature of the agreement;
- b) The term of agreement;
- c) Renewal options, if any;
- d) Value assessment, including cash, in-kind goods and services (and method of evaluating in-kind contributions);
- e) Payment schedule;
- f) Any commissions to be paid, accompanied by a payment schedule;
- g) Rights and benefits;
- h) Agreement to remove or cover signage for a limited period and only during an event where the City has a legal obligation to ensure sites are free of corporate signage, (eg. any Olympic-related event);
- i) Release, indemnification and early termination clauses;
- j) Insurance clauses; and
- k) Confidentiality terms.

10.2. All Naming Rights Agreements shall be reviewed to the satisfaction of the City's Director of Legal Services.

11. Approval Agreement

11.1. Approval Agreements shall be in the form of a legal contract between the City and a Non-profit Tenant and contain any terms and conditions of Council's or its

designate's approval in granting Naming Rights, and shall be to the satisfaction of the City's Director of Legal Services.

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DEPARTMENT POLICIES

Governing Departments Parks, Greenways & Recreation About Us Our Organization

DISCRIMINATION POLICY

The County of Buncombe does not discriminate on the basis of race, color, religion, sex, national origin, handicap, or disability in admission or access to, or treatment, or employment, in its services, programs, and activities, in compliance with applicable federal and state laws.

NAMING RIGHTS POLICY

I. General Statement

- A. Buncombe County Parks, Greenways & Recreation will make any and all proposals for naming rights to the Buncombe Parks, Greenways & Recreation Advisory Board.
- B. The Board will then be responsible for approving all names for all parks, recreation areas, programs and facilities within the Buncombe County Parks, Greenways & Recreation system.
- C. Once approved by the Parks, Greenways & Recreation Advisory Board, this action in recommendation form, will be forwarded to the Buncombe County Board of Commissioners for final approval and official designation.

II. Criteria for Consideration

- A. Buncombe County Parks, Greenways & Recreation will accept applications for naming rights from any Buncombe County citizen or group of Buncombe County citizens who wish to recommend the naming of a park, area of facility in honor a person, historical event, natural phenomenon or geographic location. Applications or petitions to honor a person or persons will be considered only when the individual (s) has made exceptional contributions in the following way(s):
 1. Money
 2. Land
 3. Other goods and/or services
- B. The name must not duplicate, or be closely related, or pronounced similarly, to any other name within the Buncombe County Parks, Greenways & Recreation system so as to eliminate any/all confusion to the general public.
- C. Buncombe County Parks, Greenways & Recreation reserves the right to change the name of a park, area, program or facility. This time frame applies to only those parks, areas, programs and facilities that have been named for an individual. The time frame will be set by individual contracts.
- D. When naming or re-naming a park, area, program or facility, Buncombe County Parks, Greenways & Recreation:
 1. Will accept application(s) or petitions with adult signatures of current residents of Buncombe County
 2. Have discussion and hear public discussion at a public hearing
 3. Take action at a second public hearing

These meetings will occur during a period not to exceed ninety (90) days from the first public hearing.
- E. When there has not been a suggested title or appropriate suggested title for a new park, area, program or facility, Buncombe County Parks, Greenways & Recreation may, at its completion, determine an appropriate title for recommendation to the Board of Commissioners

III. Facilities / Programs

Individuals or groups may donate a sum of money, land or goods/services for the naming rights of a facility, a portion of the facility, or program. The following guidelines must be established and met before consideration is given by the Buncombe County Parks, Greenways & Recreation Advisory Board:

A. Facilities

1. A base of \$25,000
2. An annual donation of 25% of the total estimated value of the facility
3. This will be established on a contractual basis for a minimum of ten (10) years

B. Portion of Facilities (i.e. shelter, exhibit, etc.)

1. A base of \$10,000

PAGE CATAGORIES

[Discrimination Policy](#)[Naming Rights Policy](#)[Park Rules](#)[Publicity Policy](#)

CONTACT INFORMATION

Administrative

Voice: (828) 250-4260 Fax: (828) 250-6259
Email: parks@buncombecounty.org

Parks and Programming Division

Voice: (828) 250-4260
Email: parks@buncombecounty.org

Hours of Operation

Hours: 8:00 a.m. - 5:00 p.m., Monday through Friday

2. An annual donation of 5% of the total estimated value of the facility
3. This will be established on a contractual basis for a minimum of ten (10) years

C. Programs

1. A base of \$5,000
2. An annual donation of total estimated cost of producing the program
3. This will be established on a contractual basis for the number of years specified by the donor.

IV. Employees & Volunteers

Former employees or volunteers who have deceased will be recognized by posting their name, facility or program they were involved with and years of service on a memory board in the lobby at the Buncombe County Parks, Greenways & Recreation Administrative Office.

The following criteria must be met:

- A. Employees – Must have been employed by Buncombe County Parks, Greenways & Recreation for a minimum of 10 years
- B. Volunteer – Must have been a volunteer for Buncombe County Parks, Greenways & Recreation for a minimum of 5 years and/or 1,000 hours.
- C. Buncombe County Parks, Greenways & Recreation staff retains the right to review each individual on an individual basis.

Please click here for a [Naming Rights Application](#)

PARK RULES

- Littering prohibited
- Destruction of plants, animals, and wildlife prohibited
- Swimming prohibited in lakes and ponds
- Vehicles on grass or foot trails prohibited
- Maximum speed is 15 mph
- Parking prohibited in non-designated areas
- Vending of goods or merchandise prohibited
- Park signs shall not be removed
- Persons may not enter any facility from which they may have been prohibited
- Permit required for certain use of parks
- Dogs must be on a leash
- Possession of weapons prohibited
- Alcoholic beverages prohibited / permit only
- No dumping garbage in county parks
- Violators subject to prosecution pursuant to NCGS Section [153A-123\(B\) & 14-4](#)

PUBLICITY POLICY

Buncombe County Recreation Services reserves the right to photograph program participants for publicity purposes. Please be aware that these photos are for BCRS use only & may be used in future catalogs, brochures, pamphlets or flyers.