



Naming Opportunities for Roseland Regional Library

Policy # 9003

Effective Date: 10/8/25

I. POLICY STATEMENT.

The purpose of this Naming Opportunities Policy for the Roseland Regional Library is to identify specific spaces available for naming and to outline the corresponding gift levels required for individuals or institutions—both public and private—in accordance with the Library's Naming Rights Policy (#9001) and Donor Recognition Standards (#8003).

II. DEFINITIONS.

The following definitions shall apply to this Policy unless the use and context clearly indicate otherwise.

- A. "Collection" means a groups of books, media, and other information items.
- B. "Director" means the Director of the Sonoma County Public Library, or designee.
- C. "Donor Recognition" means a designated plaque or name plate that is prescribed according to gift size in the Recognition Standards Policy, and which may include a wall inscription, plaque, name plate or consolidated donor display, attached to a wall, a piece of furniture, or similar item.
- D. "Furnishings and equipment" means furniture, computers, and similar articles that are not a fixed part of the building and have a short life span.
- E. "Financial contributions" means contributions that can be made with outright gifts of money, securities, bequests, and endowments.
- F. "Naming Opportunities" are recommended by the Director based on factors like square footage, usage, and public prominence and do not necessarily reflect the actual cost of the area selected. Importantly, naming opportunities are chosen and requested by the donor and are not assigned arbitrarily by the Library.
- G. "Policy" means this Naming Opportunities for Roseland Regional Library Policy approved by the Library Commission, and as may be amended from time to time.
- H. "Private sector" donors means individual people, corporations, private foundations, organizations, Friends groups, or the Sonoma County Library Foundation.
- I. "Public sector" donors means governmental agencies at the federal, state, regional, or local levels, and other agencies through which those governmental sources may transfer funds.
- J. "Room" means a room in a building and may include enclosed rooms or designated areas such as a story-time corner or interior wall.

III. POLICY.

- A. **Scope.** In accordance with the Naming Rights Policy, which requires the Commission to adopt a specific Naming Opportunities Policy for new construction, this policy applies

solely to the new Roseland Regional Library and does not extend to any other facilities within the library system. At the Roseland Regional Library, it applies to internal features such as rooms, collections, furnishings, and equipment. Naming opportunities for exterior features or other items may be considered in alignment with the terms of the lease agreement, following consultation with the City of Santa Rosa, Library Director, and the Library Commission.

B. Policy Standards.

i) Guidelines for Recognition of Financial Contributions

- 1) While the Library is grateful for and encourages donations from all individuals or institutions, the Library has the right to decline any gift to the Library and/or reject naming proposals. The Library reserves the right to terminate or alter a naming designation under unusual or extraordinary circumstances.
- 2) Gifts in support of the new Roseland Regional Library are acknowledged in keeping with the specifications prescribed in the Recognition Standards Policy.
- 3) Proposals for naming should be submitted to the Library Director and should contain specific information in support thereof, including any guidelines on how the donated funds are to be used to support the named room or area. If endorsed by the Director, the proposal will be forwarded to the Commission for approval.
- 4) All documents must be finalized before the Library issues final approval for a naming opportunity. No publicity shall be initiated until a contract is in place.
- 5) Naming rights will not extend beyond the normal life of the space or for 30 years.

ii) General

- 1) Naming opportunity must be consistent with the Library's mission and goals.
- 2) The naming of a room, furnishings, equipment, or library collections, by way of a designated plaque or name plate shall be finalized only after the financial commitment by the public or private sector donor has been honored in full and not on the basis of a pledge for future funds.
- 3) Upon approval of the Director, a Naming Rights Opportunity Letter of Agreement must be completed and signed by the acknowledged donor. In the case of an estate gift, the letter would be signed by the estate trustee or executor.

iii) Naming Revocation

- 1) Any naming opportunity may be revoked upon recommendation of the Library Director and a vote of the Library Commission, or upon motion and vote of the Library Commission.
- 2) If an individual, family, or entity for whom a naming opportunity has been made violates any provision of this Policy, the Library Director or a Commissioner may recommend the removal to the Library Commission, which shall vote upon the recommendation.

- 3) Prior to recommending the revocation of a naming opportunity, the Library Director and Library Commission shall undertake due diligence, including consultation with legal counsel, as to any legal ramifications that the Library may expect under any pre-existing legal agreements related to the naming opportunity and financial contributions related to the naming opportunity, as well as any other legal issues that may arise out of a revocation of a naming opportunity.
- 4) When a revocation is recommended as a result of unforeseen circumstances that make completion of a financial contribution after name placement has been determined, the Library Director may make reasonable efforts to work with the donor to create a plan for completion of the financial contribution. The decision to revoke of a naming opportunity under this provision shall be made by the Library Commission with the best interests of the Library.

C. Administrative Procedures.

i) Request Procedures

- 1) Proposals for naming rooms, furnishings, equipment, library collections, by way of a designated plaque or name plate may be submitted at any time during the year to the Director for review.
- 2) A proposal should include:
 - a. Applicant Name
 - b. Contact Information including address, telephone and email address.
 - c. Naming opportunity of interest
 - d. Statement of the amount and method of the financial contribution to the library
 - e. Justification compliant with the criteria and objectives outlined in this policy.
- 3) An official letter of response will be sent acknowledging the proposal and outlining the steps necessary to proceed with the naming process or declining the proposal and stating the reason for this action.
- 4) Upon approval by the Commission, the donor will be given a Letter of Recognition Confirmation detailing the specifics of the gift and its recognition as defined in the Donor Recognition Standards policy. The donor will sign a copy of this letter and return it to the Director or designee. The signed letters will be retained in the Fund Development office.
- 5) The Library Director will present the naming proposal to the Commission with appropriate documentation.

ii) Guidelines for recognition of gift levels for cash contributions

- A. The following areas have been identified as naming opportunities. Additionally, the Library Director may recommend other naming opportunities that may arise from a donor interest that is consistent with the Library's mission and values and is consistent with the plans for the new Roseland Regional Library itself.

Area	Floorplan Key	Avail	Level
Imagination Tower	11	1	\$400,000
Learning Garden	West side	1	\$400,000
Main Entry/exterior 24-hr Book Drop	1 & 2	1	\$400,000
Maker Space/Creation Lab	8	1	\$400,000
Children's Area	9	1	\$300,000
Covered Patio	15	1	\$300,000
Grand Reading Room	16	1	\$300,000
Open Lobby/Marketplace	3	1	\$300,000
Multipurpose Room/Forum	5	1	\$200,000
Mural Wall in Children's Area	9		\$200,000
Social Stair (Outside)	south side	1	\$200,000
Story Time Area	10		\$200,000
Teen Area	17		\$200,000
All gender restrooms	4	1	\$100,000
BiblioBox (Outside)	Outside at entrance	1	\$100,000
Break Area	20	1	\$100,000
Interior Book Drop/Automated Sorting Area	2 & 13	1	\$100,000
Patio Lawn (Outside)		1	\$100,000
Reading Garden (Outside)		1	\$100,000
Branch Manager office	21	1	\$50,000
Computer Work Stations	3	1	\$50,000
Copy/Print Room	24	1	\$50,000
Family Restroom	14	1	\$50,000
Kitchenette	7	1	\$50,000
Self Check-out Kiosks		2	\$50,000
Small Group Study Rooms	12	3	\$50,000
Spanish Language Collection		1	\$50,000
Staff Work Area	18	1	\$50,000
3d printers		1	\$25,000
Children's Collection		1	\$25,000
Storage Room	6	3	\$25,000
Teen Collection		1	\$25,000
Buy A Tile. Build a Mosaic		200+/-	\$100

D. Library Director Authority. The Library Director, or designee, is expressly authorized to make minor amendments to this Policy, including, but not limited to, imposing additional policies or procedures that are deemed necessary for the efficient and safe functioning of the Library, so long as in line with the purpose of this Policy.

IV. APPLICABLE LAW AND REGULATIONS.

A. None

V. REVISION HISTORY.

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Significant Changes: New Policy