



Adoption Date:	January 2018
Revision Date:	
Reference #:	BRD - 14
Category:	Operations

Naming

1. PURPOSE

The purpose of this policy is to establish clear guidelines for the naming of Brampton Library rooms, programs, collections and Library service areas. The guidelines will help ensure equitable consistent opportunities and a standard of stewardship of significant gifts received from generous donors.

2. SCOPE

The authority to name rooms, programs, collections, or service areas rests exclusively with the Brampton Public Library Board. Naming will not result in any benefit or advantage to the person(s) involved.

3. DEFINITIONS

- 3.1.1. Gift** - the voluntary transfer of real or personal property from a donor who freely disposes of his or her property to a donee who receives the property. The transaction shall not result directly or indirectly in a right, privilege, material benefit or advantage to the donor or to the person designated by the donor.
 - 3.1.2. Collections** - accumulation of books and other materials owned / leased by the Library
 - 3.1.3. Pledge** - commitment of a gift given over a predetermined timeframe
 - 3.1.4. Sponsorship** – a mutually beneficial business exchange between the Library and an external organization (hereinafter the sponsor) whereby the sponsor contributes funds, products or in-kind services to the Library, in return for recognition, acknowledgement or other promotional considerations. Sponsorships involve an association between the sponsor and the Library and/or the specific program, event, service or activity being sponsored.
 - 3.1.5. Room or service area** – a discrete space within a Library facility and includes theatres, auditoriums, meeting rooms, study rooms, and program rooms. This also includes outdoor spaces such as reading gardens.
-

4. NAMING OPPORTUNITIES WITHOUT A GIFT

All property under the responsibility of the Brampton Public Library Board will have the opportunity to be named.

4.1.1. Branches

4.1.2. The naming of branches will be considered based on the following priorities: the naming of buildings will be delegated to the City of Brampton Naming Committee and follow the City of Brampton Civic Building naming policy

4.1.3. The Library Board will participate and provide feedback regarding any suggested names prior to approval

4.1.4. The Library will give priority to naming its branches after their geographic location: either the community or the street location where they are situated

4.1.5. Rooms / Service Areas / Collections

The naming of rooms and service areas will be considered based on the following priorities:

4.1.6. The naming a room or service area will be at the responsibility of the Brampton Public Library Board based on recommendations of the Senior Management Team

5. NAMING OPPORTUNITIES WITH A GIFT

The Library may consider naming branches, rooms, service areas or collections after a donor on a case by case basis.

The use of corporate names will require special consideration.

Naming opportunities are contingent on the fulfillment of the pledge of a gift or donation and are approved on that condition.

6. POWER TO VARY

If, at any time following the approval of a naming opportunity, circumstances change substantially such that the continued use of a particular name may compromise the public trust, or brings into disrepute the name and/or image of the Library, the Library Board has the authority to withdraw the naming opportunity.

Brampton Library reserves the right to withdraw naming opportunities if a sponsor or donor defaults on a payment or payments.