MEMO

To: Davis County Commission

From: Chris Sanford, Library Director

Subject: Naming Rights

Date: April 25, 2019

As we move forward with planning for current and future capital construction projects, we are exploring options for funding these projects. One avenue of revenue is to work with donors who may be interested in making a donation in honor of or in memory of an individual or family. In consultation with the County Attorney's Office it has been determined that the County currently does not have guidelines in place to assist us when working with those interested in potential sponsorships. Therefore, based upon our research of this topic, and consistent with past practices, we propose the following approach when working with groups or foundations who may be interested in sponsorship.

Percentage of Construction Costs	**Designated Spaces available for Naming Rights**
.05% - 3% of the estimated construction cost	A designated space within the building or up to 5% of the sq ft of the facility
4% - 7% of the estimated construction cost	A designated space within the building or up to 10% of the sq ft of the facility
8 - 10% of the estimated construction cost	A room or designated space within the building or up to 15% of the sq ft of the facility
11 - 15% of the estimated construction cost	A section of the facility up to 20% of the sq ft of the facility
16-20 % of the estimated construction cost	A wing up to 25 % of the sq ft of the building
25 - 50 % of the estimated construction cost	A wing or section from 30% - 50% of the sq ft of the building
75% of the estimated construction cost	Naming Rights for entire building

Individuals or groups wishing to provide smaller specific donations might have a plaque recognizing the donation attached to a particular piece of furnishing or equipment, such as a piano or a special display unit.

So, for example, if a capital construction project were estimated at $4,500,000 the donation schedule might resemble the following:

.005% - $22,500
1% - $45,000
3% - $135,000
5% - $225,000
7% - $315,000
8% - $ 360,000
9% - $ 405,000
10% - $450,000
15% - $ 675,000
20% - $ 900,000
25% - $ 1,125,000
30% - $ 1,350,000
50% - $ 2,225,000
75% - $3,375,000

It goes without saying, we will accept donations in any amount and a donor would not be limited to these donation guidelines.

I must also emphasize, however, that these are general recommended guidelines and at this time are only advanced as a working proposal. Accordingly, these proposed guidelines may be modified as we interact and negotiate with possible donors who have experience and foundation or organization rules regarding the relationships between the size of donations and the appropriate recognition they require in turn. In short, we should view these as a work in progress, subject to modification as we move forward in actual situations and gain new information and insights.

Please let me know if we can provide any additional information. Otherwise, we will begin using these guidelines as we converse with groups and individuals requesting information about making possible donations toward capital projects.