



# Santa Ana Unified School District

ADMINISTRATIVE REGULATION NO: 7310

EFFECTIVE: 09/30/2019

SUBJECT: NAMING OF A SCHOOL OR FACILITY, AND SPONSORSHIPS

CATEGORY: Facilities

RESPONSIBLE OFFICE(S): Facilities & Governmental Relations

## **SCOPE:**

The Superintendent recognizes the need to guide staff and the community concerning the naming of facilities, and the purpose of such civic recognition or philanthropic opportunity. This Administrative Regulation sets forth the procedures for the naming of District buildings, structures, spaces (both interior and exterior), and collections (hereinafter "facilities"), in accordance with the District within the framework established by Board Policy 7310.

## **PROCEDURES AND GENERAL INFORMATION:**

Procedure:

Upon recommendation from the Superintendent, the Governing Board shall name District facilities in accordance with the criteria for Naming of Facilities established by Board Policy 7310 as naming requests are made known or solicited by the District.

The following process will be used in the naming of memorials to honor an individual community member with their name attached to a District facility:

1. All recommendations for naming honors are to be sent to the Superintendent's Office not less than 30 days preceding the date requested for Board consideration and shall utilize a standard form which may be requested from the Facilities and Governmental Relations office.
2. After filling out the standard form, suggestions will be referred to the "Naming of Schools, Facilities, and Sponsorships Committee" comprised, per Board Policy, of the President of the Governing Board or representative from its own membership and District staff as designated by the Superintendent.
3. The Superintendent will notify all Governing Board members of any applications submitted on a weekly basis.
4. A Board super majority approval is needed to secure recognition of this magnitude.
5. Improvements to facilities, or the addition of site furnishings or landscaping (e.g. benches and trees) will adhere to standards drawn up by Building Services.
6. Upon approval by the Governing Board, the approved nomination will proceed to the Communications Department, which will coordinate cost, timing, and dedication ceremonies. There is recognition (per policy) that any signage or dedication costs will be absorbed by the district, unless borne by a sponsor under an approved sponsorship agreement.

Additional Provisions for Sponsorship Naming:

Proposals to name facilities in accordance with the Sponsorship Naming Guidelines established by Board Policy 7310 may be submitted per the above process, pursuant to the following additional requirements:



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1. Each proposal shall be made in writing and must be accompanied by a proposed naming agreement.
2. The naming agreement shall specify the benefits to the District from entering into the agreement
3. The naming agreement shall state the roles and responsibilities of the parties to the agreement
4. The naming agreement shall provide details related to the naming granted, including the building, grounds, or facility involved and the duration for which the name shall be in effect
5. The naming agreement shall prohibit any message, image, or other depiction that advocates or endorses the use of drugs, tobacco, or alcohol, encourages unlawful discrimination against any person or group, or promotes the use of violence or the violation of any law or district policy
6. The naming agreement shall state that the District reserves the authority to terminate the naming agreement if it determines that the grantee, subsequent to this agreement, has engaged in any of the prohibited commercial activities stated in item (C), part (5b) of Board Policy 7310, or other criminal or unlawful acts that might bring the District into disrepute.

In order to be eligible for a naming, the Sponsorship shall constitute a significant portion of either the total cost of the building, facility, or property to be named, or shall provide ongoing funding for the operational expenses of the building or facility including, but not limited to, maintenance and repair, employee salaries, insurance, accounting services, and any other required personal service, or shall provide significant support for other educational or operational programs provided by the District. The determination of the significance of the donation for purposes of naming shall rest within the sole discretion of the Board.

To avoid any appearance of commercial influence or conflict of interests, additional due diligence shall be taken before recommending the naming of any building or facility that involves the name of a corporation, a corporate foundation, or any other business entity. These namings are limited in duration to 10 years or per the naming agreement approved by the Board. The naming for an individual associated with a corporation shall follow the same procedures as any naming for an individual.

The Board may approve a "Naming Opportunity" list to identify facilities that are eligible for naming. The Board may also approve categories of naming opportunities for smaller donations (i.e., theater seats, trees, planters).

**Rescission of Naming Agreements:**

The Board retains the right to rescind naming, in its sole discretion, if a previously approved name becomes inappropriate because of subsequent felonious acts, acts of moral turpitude, failure to meet financial obligations, or any other factor which discredits the district and/or is contrary to its educational mission. In such cases, the corpus, or pro-rated share of a gift previously made to a foundation associated with the district may be returned to the donor or redirected to another 501(c)3 charitable organization, in accordance with applicable law, and the naming in question shall revert to the district. With respect to



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investment income from endowments or donor gifts already spent for capital improvements, maintenance, equipment or facility upgrades, salaries, or other operational expenses, the district shall have no obligation to return such proceeds that were spent or incurred prior to the rescission of naming agreements.

Signage and Recognition:

Design, construction, and installation of any signage or other means of recognition embodied in naming agreements, and any other terms and conditions memorialized in naming agreements, must comply with district standards and policies and must be constructed and installed by vendors approved by and under the direct supervision of the district. The costs of such signage and recognition may be paid by the foundation entering into the naming agreement, or by the donor as a pass-through expense, or by the district, depending on the

terms set forth in the Board-approved agreement. The design, construction, and installation of signage or any other means of recognition embodied in naming agreements shall not commence until the first significant donation or installment of a donation is received by the district, or until the district is notified by the foundation that significant endowment funds were received.

Assignment of Naming Rights:

All naming rights to district property, buildings, and facilities belong solely to the Board. However, the Board may choose to assign naming rights (i.e., the right to market, negotiate, and make recommendations to the Board) to an individual or foundation, pursuant to a memorandum of understanding. The memorandum of understanding shall set forth the roles and responsibilities of the parties. The parties to the memorandum of understanding shall indemnify and hold each other harmless for any liability or damage arising under the memorandum of understanding, and shall obtain appropriate insurance coverage to cover such liability or damages. Foundations shall not be responsible for employing, or screening for suitability, individuals or firms who design, construct, and install signage or other means of recognition; this will be the sole responsibility of the district which will undertake such responsibility in accordance with applicable law and district policies.

All proposed agreements and arrangements, financial and otherwise, between foundations and prospective donors with respect to the naming of district property shall be fully disclosed to the Board in advance and must be expressly approved by the Board before execution. No commitment regarding naming shall be made to a donor prior to approval by the Board of the naming proposal.

**DESIRED OUTCOME:**



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Procedures for naming of District buildings and structures, spaces (both interior and exterior), landscapes, roads, collections, and programs (hereinafter "facilities"), in the District, including the various campuses of the District and their associated classrooms, libraries, cafeterias, multipurpose rooms, theaters, labs and maker spaces, offices, honor walls, sports facilities, stadiums, roadways, quadrangles, and the like, within the framework established by Board Policy 7310

## **IMPLEMENTATION GUIDELINES AND ASSOCIATED DOCUMENTS:**

### **District Policies and Procedures:**

AR 7310 – Naming of a School or Facility, and Sponsorships

### **Legal Reference:**

#### **EDUCATION CODE**

7050-7058 Political Activities of School Employees and Officers  
35160 Authority of Governing Boards  
35160.1 Authority of School District 35172  
Promotional Activities  
35182.5 Sale of Advertising Products 38130-  
38138 Civic Center Act  
48907 Student Exercise of Free Expression 51520  
Prohibited Solicitations

## **ADOPTION AND REVISION HISTORY:**

Adopted: (4-76 7-86 7-00 06-18) 9-19