

Mukwonago Community Library
Naming Rights and Commemorations Policy
Approved:12 December 2019

I. Purpose

The Mukwonago Community Library considers and promotes commemorative philanthropic naming of specific areas, rooms, and items within the Library facility. The Library seeks to recognize persons who have supported the Library's mission through financial contributions or other supportive actions by naming areas in their honor. The Naming Rights and Commemorations Policy provides guidelines to recognize individuals, corporations, service groups, or foundations and facilitates the strengthening of strong relationships between the Library and its supporters.

Please note that the following guidelines and fee structures are suggestions. The Library Board of Trustees may entertain alternate proposals made by an applicant. Not all opportunities are listed below, so applicants are encouraged to propose alternate sponsorships ideas as well.

II. Guidelines for Naming

- (A) The Library Board of Trustees must approve all recommended names.
- (B) Gifts of money, real estate, and/or stock will be accepted if conditions attached to the gift are acceptable to the Library Board of Trustees.
- (C) The individual, corporation, service group, or foundation being recognized must have been responsible for a major development in improving the quality of library service either through a financial contribution to the Mukwonago Community Library or through specific, identifiable actions in support of library service over a sustained period of years that merits recognition.
- (D) The Library Board of Trustees shall retain the right to manage or control all named facilities.
- (E) An individual, corporation, service group, or foundation may suggest names for at most three areas of the Library. However, unless the Library Board of Trustees determines otherwise, the individual, corporation, service group, or foundation's name may be used only once.
- (F) The naming of portions of the Library is considered permanent. The designated name will not change except under extraordinary circumstances. Any proposed name change must be formally submitted in writing to the Library Board and approved by the Library Board in consultation with the donor(s) or their designee(s).

- (G) In the event of a substantial building renovation, remodeling, expansion, or redesign, the Library Board reserves the right to demolish, retrofit, add to or maintain the named area(s) as the Board's property and programmatic needs evolve. However, the Library Director, on behalf of the Library Board of Trustees, shall contact the donor(s) or their designee(s) to determine if the donor (s) / designee(s) would allow the Library Board of Trustees to consider their naming rights to be used in a similar capacity within the Library.
- (H) No permanent signage will be put into place until 100% of the funds are received by the Library and all pledges must be paid within five years from the initial pledge.

III. Request Procedure

- (A) All requests for naming shall be submitted in writing to the Library Director.
- (B) The Library Director will review and recommend naming opportunities to the Library Board.
- (C) The Library Board will vote to approve or deny recommendations.
- (D) No publicity shall be given to the recommendation for naming until it is approved by the Board.

IV. Inventory of Currently Named Areas / Items of the Library

- Bench (Main Entrance)
 - Dick Hill
- Display Cases (built-in) x 2
 - Richard and Kathleen Jenson Family
 - Larry and Edie Simons
- Display Cases (free-standing) x 2
 - Earnest Posekany
 - William John Stasko
- CD Racks
 - Bob and Jeanne Romanowski
- Children's Area
 - John and Lorraine McAdams Family
- Memorial Aquarium
 - Romaine Kleinfeldt
- History Room
 - Bob and Jeanne Romanowski
- Medium / Large Bookshelves x 11
 - Harold Koeffler (2)
 - Susan Bergmann

- Mary Blott
- Penny Kapitz
- Citizens Bank of Mukwonago
- John McAdams Cereal Aisle (2)
- Emma Bolser (2)
- Adam Lewis West

MetaSpace 511

- John and Lorraine McAdams Family

Nelda’s Nook

Small Bookshelves x 3

- Larry and Edie Simmons
- Lorraine Michaels
- Richard and Kathleen Jensen Family
- Ralph and Helen Sargeant

V. Inventory of Available Areas / Items of the Library for Naming Purposes with Corresponding Fees

Circulation Desk:	\$100,000
Community Room:	\$200,000
Display Cases (free-standing) x 2:	\$2,500
Medium / Large Bookshelves x 35:	\$1,500
Small Bookshelves x 10	\$500
Study Rooms x 2:	\$15,000
Young Adult Area:	\$50,000

The Board may choose to approve naming rights for specific areas, rooms and items other than those specified in the available inventory, on a case-by-case basis.

VI. Other Memorials and Recognitions

Portraits of Floyd and Jessie McKenzie (history room) as well as of John and Lorraine McAdams (main entrance foyer) will continue to be displayed and remain as permanent fixtures of the library.

In addition, the listing of library expansion donor names on the “Giving Tree” plaques in the main entrance foyer shall be retained.