

# **Denver Public Library**

## **Naming Recognition Opportunity Nomination, Review and Approval Procedures**

*This procedure follows directives set forth in the [Denver Public Library Recognition Policy](#) and is conducted under the authority granted to the City Librarian by the Denver Public Library Commission. The City Librarian or assigned designees partner with the Denver Public Library Friends Foundation to accomplish the procedures related to recognition.*

### **Recognition Inventory**

The City Librarian maintains a list of all named, retired, and available assets for naming.

- The Foundation identifies a set of recognition opportunities; proposes gift minimum values for assets to be named; recommends the duration for naming rights associated with each asset.
- The City Librarian reviews and approves the opportunities list, values, and durations.
- As assets are approved for naming, the Foundation updates records to establish a complete inventory of approved existing, retired and available named assets.
- The Foundation shall review the recognition inventory on an annual basis.

### **Nomination Procedures for Philanthropic Named Recognition**

Individuals may be nominated for naming a Library asset as a result of significant philanthropic giving.

- The Foundation nominates donors for naming recognition after conducting reasonable due diligence about the donor prior to this nomination. A due diligence report is submitted to the City Librarian for all donors nominated for naming recognition.
- The City Librarian may request additional research from the Foundation or others.
- The City Librarian maintains confidential records of the review process, including the due diligence report.
- The City Librarian endorses or declines the nomination.

### **Nomination Procedures for Honorary Named Recognition**

Individuals may be nominated for honorary naming of a Library asset (recognition not directly associated with philanthropic giving).

- The City Librarian authorizes the consideration of an asset for naming by correlating the value of the asset to be named with the significance of the service provided by the honoree.
- The City Librarian designates a team to conduct the due diligence review. The City Librarian has the option to formally establish a Naming Committee specific to the honorary naming process.
- The City Librarian maintains confidential records of the review process, including the due diligence report.
- The City Librarian endorses or declines the nomination.

**Review and Approval of Naming Recognition**

- The City Librarian reports all planned namings to the Executive Committee of the Library Commission.
- The Executive Committee submits all naming nominations to the Library Commission for final approval.
- Nomination and due diligence review documents will be maintained confidentially. Only approval documentation will be publicly available.
- If approved, the naming recognition will proceed, including possible public announcement and the installation of appropriate signage.
- The Foundation Gift Agreement stipulates the individual donor's preferences should the nomination for a naming recognition be declined.

**Recognition Sign Design**

- The Library employs a consistent hierarchy of sign component design standards aligned with the value of the assets named.
- The design of individual sign components will support the branding standards and the environment in which they will be displayed.

**Timing**

- Naming signage will be installed on a schedule aligned with a reasonable design and fabrication schedule and/or the campaign, project or construction schedules specific to the Library asset.
- Naming recognition may not be publicly announced until after the nomination has been approved by the Commission.