



ADMINISTRATIVE PROCEDURES

Procedure Number: 3-24

Effective Date: July 5, 2016

Revision Date: _____


County Administrator

SUBJECT: **NAMING OF FACILITIES AND PROGRAMS**

DEPARTMENT RESPONSIBLE: **Office of the County Administrator**

I. PURPOSE

The purpose of this procedure is to create a standard process for conveyance, to financial contributors, legally enforceable naming rights to County-owned or operated facilities and programs in compliance with Board of Supervisors Policy C3.19, Naming of County Facilities and Programs (the "Naming Policy"). Capitalized terms used in this Procedure that are not defined in this Procedure have the meanings assigned in the Naming Policy.

II. PROCEDURE

All proposals for the granting of Naming Rights to Facilities, Facility Elements or Programs must be submitted in writing to the County Administrator by the Deputy County Administrator for the Department or Program proposing the naming. The proposal must include, at a minimum, the following information:

- A. Specifications of the Facility, Facility Element or Program proposed to be named.
- B. Confirmation the proposal has been reviewed by the Pima County Attorney's Office for compliance with applicable law.
- C. If the naming is of a Facility of Facility Element, the proposal must indicate whether the Facility or Facility Element is wholly or partially bond funded, whether any bonds are still outstanding, and whether the proposal has been reviewed by the Pima County Finance and Risk Management Department.
- D. The form of Naming Right agreement that will be used.
- E. A plan or procedure for tracking the Naming Rights.
- F. If the proposal is for an ongoing fundraising program rather than a stand-alone naming, the proposal must include a fundraising plan that specifies the possible naming opportunities, the number of naming opportunities, the proposed dollar amounts to be contributed in order to successfully name the Facility Element, and the timeline for payment of the contributions.

Upon approval of the proposal by the County Administrator, a fundraising appeal may begin. Any agreement that grants Naming Rights to an entire Facility or Program, or Naming Rights that will last more than five (5) years, must be submitted to the Board of Supervisors for approval; and no contribution will be accepted for such a Naming Right until this approval has been obtained.

The County Administrator or his/her Deputy is empowered to sign Naming Rights Agreements that do not otherwise require Board of Supervisors approval.

The proposed grant of Naming Rights must comply with all criteria in Board of Supervisors Policy C3.19.