

FOND DU LAC COUNTY POLICY REGARDING NAMING RIGHTS OF COUNTY STRUCTURES

1. Purpose:

This Naming Rights Policy (“Policy”) establishes the formal process and criteria for receipt/solicitation/selection of and agreements with businesses/associations for naming rights of various structures owned/operated by Fond du Lac County. The policy is further intended to provide opportunities for valuable public and private support for the future of new and existing Fond du Lac County structures.

2. Scope:

Solicited business/association naming right opportunities for structures owned/operated by Fond du Lac County.

3. Policy Guide:

- Establish consistent procedures and practices for solicitation and receipt of Naming Rights proposals.
- Develop public and private business/association opportunities to generate revenue in support of construction, renovations and/or maintenance of newly constructed and/or existing structures owned/operated by Fond du Lac County.
- Provide a framework within which proposals to name structures are considered and evaluated.

4. Definitions:

Naming Rights: The naming of structures owned/operated by Fond du Lac County which recognizes a public or private business/association which engages in substantial business within Fond du Lac County.

Structures: Any building, accessory building, shelter, recreational use facility, agricultural use facility, stage, grandstand, pavilion, or other like facility owned/operated by Fond du Lac County.

5. Approval Process:

- A. Fond du Lac County shall follow competitive bid procedures when seeking proposals/bids relating to corporate naming rights of any structure owned/operated by Fond du Lac County. Fond du Lac County reserves the right to establish terms, including minimum bids and naming right expiration period for each specific structure, when seeking Requests for Proposals (RFP) for any specific structure owned/operated by the County.
- B. Acceptance of a final bid is subject to resolution approval by the Fond du Lac County Board of Supervisors.

- C. The County and successful business/association naming rights sponsor shall enter into a contract which sets forth the terms and conditions of the naming of a specific structure.

6. Termination:

Fond du Lac County reserves the right to reject proposals and/or terminate a business/association naming sponsorship, without notice, if any of the following are applicable:

- The name would harm the image, mission or integrity of Fond du Lac County.
- The name discriminates on the basis of race, color, creed, religion, gender, sexual preference, age, ancestry, national origin, or physical or mental disability.
- The name violates federal, state, and/or local laws and statutes.
- The name violates any federal, state, or local law(s).
- The name is profane, obscene, violent, pornographic or discriminatory.
- The naming promotes a political party.
- In addition to the above criteria, the County Executive may refuse any financial naming rights agreement if it is deemed to not be in the best interests of Fond du Lac County.

7. Restricted Use of Funds:

- A. Funds received pursuant to a contract entered into between Fond du Lac County and a business/association for naming rights to a specific structure owned/operated by Fond du Lac County shall be held in a segregated account and use of such monies shall be restricted to construction, renovations and/or maintenance to the structure in which the naming rights apply.

Approved April, 2023