

New York-New Jersey Trail Conference Property Naming Policy

Approved by the Board, February 26, 2008

The primary intent of the Property Naming Policy is to allow the Trail Conference to raise funds and build support for accomplishing its mission by accepting a gift, as described in Section 2 of the Trail Conference Gift Acceptance Policy, for the opportunity to name a building, portion of a building, room(s), fixed furniture, awards, trails, kiosks, open spaces, memorial funds, maps, books, and equipment, and other items or opportunities collectively referred to hereafter as "property."

This policy establishes a uniform and consistent procedure to gain approval and to record these namings for all Trail Conference property.

Given the diverse nature of naming opportunities that the Trail Conference can offer, the responsibility of determining specific naming guidelines (including naming time, criteria, etc...) should rest with each committee/program area, subject to approval by the Trail Conference Board of Directors.

Authority

Requests for approval of naming property should be presented to the Board of Directors with a recommendation for the proposal from the appropriate committee. Final approval of property naming rests with the Board of Directors.

Negotiations for the naming rights for a particular property may be initiated by the Executive Director, a benefactor, or other interested parties.

Naming Proposal and Agreement

All naming proposals sent to the Board of Directors for consideration will specify the length/duration of the naming opportunity, terms of the naming compensation, and signage. Once a naming opportunity has been approved by the Board of Directors, a Trail Conference Pledge form with the details of the naming opportunity will be signed by the donor.

Selection of Names

The Trail Conference generally does not allow the naming of any property after a living person except when a donor contributes a substantial gift or for other unusually meritorious cause.

When a naming proposal involves the use of the name of a deceased person, approval is contingent on the agreement of that person's next of kin or estate.

Property will not normally be named to honor persons who have no formal connection with the Trail Conference unless they are substantial benefactors.

Naming Compensation

The naming of property should pay for itself and include the initial cost, projected stewardship and maintenance expenses for the designated naming period.

Modification or Relocation of Property and Names

As modifications are made to property over time, situations may occur where it is in the best interest of the Trail Conference to relocate, modify, or reallocate named property. In the event modifications to named property are required or recommended, the Board of Directors and the affiliated committee chair will be involved in early planning. This is to insure that the original purpose of the naming and the donor's wishes are preserved as appropriate. In the event of a bequest the estate or next of kin will be consulted.

Ownership of Named Gifts or Purchased Property

All gifted or purchased property that is donated to the Trail Conference, in accordance to the Trail Conference Gift Acceptance Policy, are property of the New York-New Jersey Trail Conference.

Review and Naming

Because of the growing public scrutiny of naming, the Executive Director or Membership and Development Director will review and advise the Board of Directors of any concerns raised by any proposed or current named property..

If an individual or organization, after which property has been named, comes into disrepute in the Trail Conference or the community at large it maybe recommended to the Board of Directors that the use of the name be discontinued. A majority vote of the Board of Directors is required to change or alter the naming of property.

Signage

Commemorative plaques and signage will be used to recognize naming opportunities in appropriate locations. The style of naming facilities will be consistent with the Trail Conference's Branding Guidelines.

Committee Naming Guidelines

Trails Council

The Trails Council will address naming opportunities by using an items' geographic location for the name. Considerations for all exceptions require pre-approval from the Trail Conference Board of Director's or the managing land agency where the naming opportunity exists.

Membership and Development

See Gift Acceptance Policy

Darlington Schoolhouse

Volunteer

Awards

Recognition

Publications

Maps

Books

Brochures

Science

Communications

Land Acquisition

Land

Advocacy