

BOOTHBAY REGION LAND TRUST (BRLT) NAMING OPPORTUNITIES GUIDELINES

RESPONSIBILITY:

The BRLT Development Committee, subject to Board approval, shall establish and promulgate the "Naming Opportunities Guidelines" of the BRLT.

PUBLICITY:

The Policy shall be posted on the BRLT website and in the office.

The Policy may be printed in newsletters, campaign literature, donor solicitations and other appropriate sites.

NAMING OPPORTUNITIES:

STRUCTURES (Total and In Part) -

Actual naming amounts shall depend on actual costs and visibility and size of space including new and replacement of existing structures.

Minimum structure naming opportunities shall be at least \$25,000.

Kiosks should not be named.

PRESERVES -

BRLT Preserves shall be named for/by the donor(s) of the property - in perpetuity. The donor(s) may elect to have their name(s) placed on a bronze plaque mounted in stone on the preserve. Should a name be chosen for the preserve other than the donor's name, the name chosen should reflect the heritage or location of the property. Donor naming generally requires a minimum of 75% of the value of the property be given by the donor.

BRLT Preserves purchased from BRLT funds shall not bear any donor/family names. The names chosen should reflect the heritage or location of the area.

BRLT Preserves acquired from another conservation entity shall retain the common name in use.

Other Preserve Naming Opportunities:

\$25,000 Wood Bench (minimum of 10 years) with option for donor to replace the bench for \$10,000 or bench plaque shall be retired to display in or on the kiosk in remembrance)

Enhancements such as a garden, grove...

A) By Original Donor - cost + maintenance through endowment

B) By New Donor - \$35,000 minimum + maintenance through endowment

\$50,000 Granite Bench

\$100,000 Trail (Board to develop list of trails available for naming)

ENDOWMENT -

A Named Endowment Fund for \$50,000 (guidelines established, *April 19, 2012*).

SPECIAL RECOGNITION -

Rarely, naming opportunities may be used by the BRLT to recognize individuals or families in the following ways only: Educational Grant for Study, Named Scholarship, or Internship.

RESTRICTIONS:

Naming does not negate or impose restrictions on current or future use, management, or disposition of any BRLT property.

Though rare, a donor's name may be removed if the Board determines that the name's association with the BRLT reflects negatively on the organization (such as a finding of criminal guilt or a failure to honor funding).

Note - All amounts are listed at 2014 dollar value.