



Addison Theatre Centre

Naming Rights

POLICY

It is the policy of the Town of Addison that the naming rights to areas within the Addison Theatre Centre be reserved for donors providing monetary gift donations to the WaterTower Theatre and that the naming process comply and adhere to the guidelines and procedures stated in this policy.

PURPOSE

These policies and procedures are intended to a) establish a consistent and systematic naming rights policy for the Addison Theatre Centre; b) establish the areas that may be named within the Addison Theatre Centre; c) provide potential donors, the WaterTower Theatre, and the Town of Addison with the criteria, standards, and process for 1) approval or denial of proposal; 2) duration of the naming rights; 3) installation; and 4) removal of the recognition.

NAMING CRITERIA & STANDARDS

The naming of areas within the Addison Theatre Centre is solely reserved for donors who have made substantial financial contributions to the WaterTower Theatre. The term “donors” comprises individuals, corporations and other organizations. The following criteria and standards will be incorporated into the process and procedures of this naming rights policy:

- 1) The Town will consider proposals from the WaterTower Theatre for naming rights, but it is under no obligation to approve a proposal.
- 2) The duration of the naming rights is a maximum of five years as agreed upon by the donor and the WaterTower Theatre. The duration begins the day of the recognition plaque installation.
- 3) Donor gifts are exclusive to the WaterTower Theatre and will be restricted to either its Endowment Fund or Cash Reserves Fund.
- 4) Names of the areas within the Addison Theatre Centre will portray a positive image of the Town of Addison.
- 5) Names shall not:
 - a. Be associated with a donor that will cast a negative image of the Town of Addison as the result of their actions or are derogatory or discriminatory in nature.
 - b. Improperly diminish the character, integrity of the community or aesthetic quality of the building, Town of Addison, or unreasonable interference with its enjoyment or use;
 - c. Have obscene connotations, be, or be perceived to be, of a sexual-oriented nature or business;
 - d. Result in inappropriate abbreviations or acronyms.

ELIGIBLE SPACES FOR THE ADDISON THEATRE CENTRE

- 1) The exterior of the Addison Theatre Centre building is not eligible for naming rights.
- 2) The areas eligible for naming within the building are:
 - a. Main Stage Theatre
 - b. Main Stage Lobby
 - c. Upper Main Stage Lobby
 - d. The Box Office
 - e. The Studio Theatre
 - f. The Administrative Offices
 - g. Dressing Rooms
 - h. The Rehearsal Room/Education Centre

- i. Individual seats in both the Main Stage and Studio Theatre

NAMING APPLICATION AND APPROVAL PROCESS

- 1) Donor must submit a proposal to WaterTower Theatre that will include but is not limited to:
 - a. Amount donated.
 - b. Restriction Donation donated to:
 - b.i. WaterTower Theatre Endowment
 - b.ii. WaterTower Theatre Cash Reserves Account
 - c. Space or area to be named.
 - d. Individual, corporation or organization after which it will be named.
 - e. Duration of the recognition, not to exceed five years.
- 2) The WaterTower Theatre Board must approve the donor’s proposal before submitting an approval application to the Town of Addison.
- 3) WaterTower Theatre will submit the related Addison Theatre Centre - Naming Rights Application to the Town for review and approval.
 - a. Application will be submitted to, and reviewed by, the Addison Conference and Theatre Centre General Manager and the Assistant Director of General Services.
 - b. If approved at the first level, the application will be submitted with a recommendation to the City Manager’s Office to be placed on the next possible Regular Agenda Meeting of the City Council for final approval.
 - b.i. If an application is denied, WaterTower Theatre may appeal the denial and request approval from the City Council at the next possible Regular Agenda Meeting.

POST-APPROVAL INSTALLATION

- 1) WaterTower Theatre will submit the final specs of the plaque for final review by the ACTC General Manager and General Services Assistant Director.
- 2) The Town will approve the final design, wording, and placement of any permanent signs, inscriptions or other recognitions with due consideration for the architectural style of a building and for consistency throughout the Addison Theatre Centre.
- 3) The Town will install the plaque and invoice the WaterTower Theatre to be reimbursed for the cost of the installation.

DURATION AND REMOVAL PROCEDURE

- 1) Recognition is limited to five years from the day it is installed.
- 2) If WaterTower Theatre is no longer the resident company at the Addison Theatre Centre, the recognition will be uninstalled the last day of WaterTower Theatre’s lease or the agreed upon move-out date with the Town.

- 3) If upon after recognition installation, the name or sponsor is associated with a crime, accused of a crime, or their actions may reflect negatively on the Town of Addison, the City Council may consider a temporary or permanent removal of the name at a Work Session and/or Regular City Council Agenda meeting based on the facts of the case and/or impact it has on the public image of the Town.
 - a. The naming rights may be reinstated by the City Council at a Work Session and/or Regular City Council Agenda meeting if the donor is exonerated of the crime of which they were accused.
- 4) Removal of the recognition plaque will be coordinated and paid for by the Town with one of its preferred vendors and will be reimbursed by the WaterTower Theatre.