

Naming Rights Frequently Asked Questions (FAQ)



What are naming rights and how does the policy work?

The program allows for the County Parks and Recreation Director to approve naming of park amenities that are for a 5 year term or that will result in \$15,000 or less in total revenue for the naming term, unless otherwise designated by the County Board of Supervisors.

Why did the County Parks and Recreation Department adopt a naming rights program?

Board Policy F-52, Naming of County Park and Recreation Amenities were implemented as an ongoing cost recovery strategy. The purpose of the Naming Rights Policy is to continue to enhance the County's ability to provide outstanding parks and recreation facilities and services with support of businesses, individuals, or non-profit partners that also share a passion for enriching our communities through parks and recreation.

Does this include changing the name of a park?

Board Policy F-52, Naming of County Park and Recreation Amenities does not include the naming of County parks or facilities. Currently, only the San Diego County Board of Supervisors has the authority to name County parks (Board Policy F-46). Based on Board Policy F-52, the County Parks and Recreation Department now has authority to approve the naming of park amenities such as ball fields, staging areas, trails, etc.

What if a park or amenity has already been named? Will you be re-naming it?

The naming rights program would not apply to parks or park amenities that have already been officially named by the County Board of Supervisors.

What if I want to name park amenities that are being constructed?

This policy will only apply to existing park amenities. Park amenities that are being constructed will be negotiated and take place as part of the development process of a capital project.



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Will you offer naming opportunities for park amenities not on your list?

Where there is interest in naming an existing park amenity, we will explore and consider it, even those amenities that are not on the list.

Who can participate in the naming rights program?

Anyone can participate including businesses, individuals, and non-profits, but promotion of alcohol, gambling, political or religious viewpoints will not be considered. For more information, refer to [Board Policy F-52](#).

How did you come up with your pricing for naming right opportunities?

The recommended pricing was developed by assessing the asset value of the park amenity and contemplating a number of factors including the market value, the cost of construction or improvement to the amenity, the amenities use and visibility, and the location and draw of the amenity.

How will you decide to use the funding generated?

The namer will be able to choose how the funds are allocated. Revenues generated from naming rights can go into a general fund trust account that will build over time and generate interest. The revenues will be specified for park improvement projects. Ongoing maintenance will not be eligible for funding under this program. Or, the revenue can go to the specific park where the amenity name was purchased.

I live in a County Service Area. Will the funds generated from naming rights within my CSA remain in my CSA?

The stated use of CSA funds does not include naming rights. (Naming rights are not a park user generated fee.) Nonetheless, projects could be funded in the CSA depending on their project priorities.

What if someone is interested in naming something forever, in perpetuity?

The opportunity to name something in perpetuity still exists, but would fall under [Board Policy F-46](#). [Board Policy F-52](#) allows for a minimum term of 5 years and a maximum 20 year term. The process would require an action from the San Diego County Board of Supervisors to do so.

What if a naming opportunity is greater than 5 years?

Proposals to name park amenities for a term of more than 5 years will be brought before the Board of Supervisors for approval in accordance with [Board Policy F-46](#).

Do non-profit organizations get a discounted price?

No discounts will be provided to non-profit organizations.



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Will someone receive a tax write off for their naming rights purchase?

Please consult with your tax advisor about appropriate tax deductions.

Can the sign be anything someone wants?

There are set sign standards established for each type of park amenity. The naming rights price includes the cost of signage and any damaged or stolen sign during the naming rights term.

Naming Rights Signage Sizing

Sign Type	Size	Placement
Plaque	Horizontal - 10" h x 14" w Vertical - 14" h x 10" w	Community Room
Small Sign	Horizontal - 12" h x 18" w Vertical - 18" h x 12" w	Playground, Trails, Community Gardens
Medium Sign	Horizontal - 18" h x 24" w Vertical - 24" h x 18" w	Staging Area, Splash Park, Amphitheaters, Pools, Sports Courts
Large Sign	Horizontal - 30" h x 36" w Vertical - 36" h x 30" w	Sports Arenas, Ball Fields, Hockey Arena, Skate Park

A namer will need to approve the County of San Diego Parks and Recreation Department to add their name and/or logo to materials, images, illustrations, renderings, site plans, blueprints, animation, video or other depictions that are developed for the amenity after the naming agreement is executed.

