



## Naming Policy

### 1. Purpose

The purpose of this policy is to establish clear guidelines for naming facilities, spaces, programs, exhibits, and recognition elements at the Discovery Center of Idaho in recognition of significant philanthropic support or exceptional service.

Naming opportunities provide a meaningful way to honor individuals, families, corporations, and foundations whose generosity advances the Center's mission to inspire lifelong interest and learning in science, technology, engineering, math, and the arts.

### 2. Scope

This policy applies to naming opportunities associated with:

- Buildings and major facility areas
- Galleries, classrooms, exhibits, and interactive spaces
- Donor recognition features (e.g., Pixel Play, benches, sculptures, or recognition walls)
- Programs, initiatives, and educational programs
- Temporary naming associated with sponsorships or special events

This policy does not apply to internal operational naming.

### 3. General Principles

Naming opportunities will:

- Align with the mission, vision, and values of the Discovery Center
- Reflect significant philanthropic investment or extraordinary service
- Support the long-term sustainability and reputation of the organization
- Be consistent, transparent, and equitable across donors

The Discovery Center reserves the right to decline or defer any naming request.

### 4. Eligibility for Naming

Naming recognition may be granted to:

- Individuals or families making significant philanthropic contributions



- Corporations, foundations, or organizations providing substantial financial or in-kind support
- Individuals whose leadership or service has had a lasting impact on the Discovery Center

Naming recognition will not typically be granted:

- For current elected officials
- For religious endorsement
- For current employees (except upon retirement or extraordinary service)
- When the proposed name conflicts with the values or reputation of the organization

## 5. Naming Guidelines and Contribution Levels

Naming opportunities are generally based on the visibility, size, and importance of the space, program, or feature being named.

Considerations may include:

- Total project or program cost
- Prominence and public access
- Expected lifespan of the space or feature
- Level and timing of the financial commitment

Naming recognition may be:

- Permanent (e.g., galleries, major exhibits, capital projects)
- Time-limited (e.g., sponsorships, temporary exhibits, programs, or recognition features)

Specific naming levels and opportunities may be established as part of capital campaigns, major fundraising initiatives, or facility expansions.

## 6. Approval Process

All naming proposals must be reviewed and approved before commitments are made to donors or sponsors.

The approval process typically includes:

1. Review by the Executive Director



2. Review by the Development Committee or leadership team (as appropriate)
3. Final approval by the Board of Directors

## 7. Duration of Naming

Permanent naming recognition is intended to last for the useful life of the space, exhibit, or feature unless otherwise stated in writing by the Discovery Center of Idaho.

Time-limited naming may be used for:

- Sponsored exhibits
- Programs or initiatives
- Events or temporary installations
- Recognition features with defined terms

## 8. Changes, Removal, or Relocation of Naming

The Discovery Center reserves the right to modify, relocate, or remove naming recognition if:

- A donor fails to fulfill a financial commitment
- The named individual or organization engages in conduct that conflicts with the Center's mission or values
- The named space, exhibit, or feature is renovated, replaced, relocated, or retired
- Continued recognition is no longer feasible or appropriate

Reasonable efforts will be made to communicate with donors or their representatives before changes are made. The Discovery Center retains ownership of all donor plaques and reserves the right to maintain, relocate, or remove them at its discretion.