

Volusia schools consider selling naming rights¹ for buildings

"In February, the Volusia county school board approved expanding advertising opportunities to the district to combat ongoing budget cuts.

The district currently sells ad space on its website on specific school sites and much more but a proposal tonight has the potential of raising really big money. How would you like your business name on a school building?

Wesh 2 Claire Metz's live from the district Headquarters in DeLand, Claire...

Yeah, Meredith... this proposal is an item on the school board agenda of the meeting that got started an hour and a half ago. The board will consider naming rights for school buildings and some other facilities.

"If there is money for the kids... so, it's fine with me." ... the idea still in its infancy sounds pretty good to several parents we asked as they picked up children at the end of the day. As proposed, businesses would pay to have their name put on buildings or facilities that might include media centres, auditoriums, gymnasiums, possibly a school's athletic field. Some might not approve of what could be considered the corporate sell off but many parents see potential. "Being in a business also I can see where ... you know ... both ways it's a good fundraiser possibility too."

Individual schools already raise money advertising on fences around their properties, through yearbook and newsletter sponsorships and the school district accepts certain advertising on its website. Companies are thoroughly vetted – nothing controversial. The same process would apply to naming rights. The cost to building or facility advertisers is not yet set and the company name would stay up for no more than three years. *"This is something that is temporary and we expect that it would be... you know... some large company in Volusia County Schools that would like to advertise their name to our parents and to our families."*

Now, if school board members like the idea tonight and agree, the district would first have to advertise any policy change, get public input and if it goes well from there, then they consider actually adopting this change at a later meeting. Claire Metz Wesh 2 News."

¹ ¹ "Naming rights" = "Parrainage :

Le nommage ou dénomination d'une enceinte sportive, souvent désigné par l'anglicisme naming, est une pratique spécifique de parrainage (en anglais "sponsoring") qui consiste à donner à une enceinte sportive, le plus souvent un stade, ou à une compétition sportive le nom d'une marque ou d'une société parraineuse (en anglais "sponsor"). Les accords de nommage sont généralement des accords de longue durée, conclus pour une durée comprise entre 15 et 30 ans." <http://www.linguee.fr/francais-anglais/search?source=auto&query=naming+rights+>