



## Proposed Framework for Space Naming Recognition Opportunities

Using the Toronto Reference Library Campaign as the model, the Toronto Public Library Foundation proposes the following Framework for Space Naming Recognition Opportunities to establish the minimum gift level threshold at which donations from individuals, corporations or foundations would be recognized in association with the naming of an indentified space at Toronto Public Library branches.

The Framework is intended to set minimum naming gift thresholds only; it is presumed through case-by-case review of those opportunities that donors identify as being of interest to them that gifting values associated with specific elements at specific branches may be set higher.

Branch Type	Minimum Gifting level for Naming	Notes
Toronto Reference Library	\$250,000	
North York Central Library	\$100,000	Primary Spaces
	\$ 75,000	Secondary Spaces
District Libraries	\$ 75,000	Primary Spaces
	\$ 50,000	Secondary Spaces
Neighbourhood Branches (Quartiles 1 & 2)	\$ 75,000	Primary Spaces
	\$ 50,000	Secondary Spaces
Neighbourhood Branches (Quartiles 3 & 4)	\$ 50,000	

### Definitions:

#### **Primary Spaces**

Examples would include large and/or high profile, high traffic spaces such as main floor program rooms, learning centres and/or theatres.

#### **Secondary Spaces**

Examples would include smaller and/or lower profile, lower traffic spaces such as second floor meeting rooms or reading areas.