1.0 Purpose

To establish a transparent, consistent process for evaluating, negotiating, approving, administering, and terminating commercial and commemorative sponsorships and naming rights for buildings, facilities, spaces, other assets, and programming on The Fairgrounds Nashville campus while complying with the Metropolitan Government of Nashville and Davidson County ordinances and policies.

2.0 Scope

Applies to any Metro-owned and Board of Fair Commissioner (Fair Board)-managed building, pavilion, plaza, park land, any portion thereof, and any programmatic area (e.g., The Nashville Flea Market, The Nashville Fair) where a sponsorship or naming right may be granted, sold, or otherwise transferred for a defined period located or programmed at The Fairgrounds Nashville. Assets under lease with the Fair Board are exempt from this policy and includes Metro Sports Authority/Walsh Management LLC/GEODIS Park, Nashville Soccer Holdings Development LLC/Park Commons, and FiftyForward.

3.0 Key Legal Requirements

3.1 No public building, structure, or Metro-owned property may be named except pursuant to an ordinance duly adopted by the Metro Council. The sale of naming rights must likewise be authorized as required by Metro Code and Metro Council action. Metro Code 13.26.010 et seq.

3.2 The process and procedures for naming public structures/spaces are set forth in Metro ordinances and departmental policies. Staff must follow Metro procurement, ethics, and advertising laws, and obtain the required Council approval.

3.3 The Board of Fair Commissioners is authorized to adopt rules and regulations to enable business entities, non-profits, and other organizations to sponsor the divisional fair, expo center events, flea markets, auto racing, and other programs, events, projects, facilities, and sites at The Fairgrounds Nashville. The rules and regulations would include the types of events, programs, facilities, and sites that may be sponsored, the size, number, and placement of sponsor signage, the use of logos, and the types of industries and products that are not eligible to become sponsors. The Board of Fair Commissioners is authorized to enter into sponsorship agreements with a total net value not to exceed $50,000. Metro Code 2.78.010.

4.0 Definitions

4.1 Naming Right: A contractual grant (for a fixed term) that conveys rights to use the name, trade name, trademarks, or branding of a private or public entity in connection with a Metro-owned facility or portion thereof.

4.2 Commemorative Naming: Honorific designation (often for individuals or events) that is not exchanged for monetary compensation.
4.3 Sponsor: The business, non-profit, or person seeking the sponsorship or naming right.
4.4 Sponsorship: a partnership where one party provides support to another in exchange for promotional benefits.

5.0 Policy Principles

5.1 Protect public interest and cultural history of The Fairgrounds.
5.2 Ensure transparency and fiscal responsibility.
5.3 Utilize Metro Procurement to lead a competitive and transparent solicitation process.
5.4 Avoid real or apparent conflicts of interest with Metro officials.
5.5 Commemorative naming will not be considered.
5.6 Preserve Metro’s authority, including Metro Council final approval by ordinance.

6.0 Eligibility & Prohibitions

6.1 Eligible sponsors: corporations, non-profits, foundations, or individuals able to meet credit, compliance, and reputational standards.
6.2 Prohibited sponsors: those involved in illegal activity, or whose primary business conflicts with Metro policies and other disallowed business enterprises identified in campus property leases (e.g., illegal substances, certain gambling operations) or whose association would bring reasonable reputational harm to Metro or the community. Metro may further restrict categories by resolution.
6.3 Names implying Metro endorsement of political candidates or partisan causes are prohibited.
6.4 In no event shall a public structure or space be named in honor of an elected or appointed public official or public employee until such time as that individual ceases to be an elected or appointed public official or public employee.

7.0 The Nashville Fair Sponsorship Proposal & Evaluation Process

7.1 Fair staff annually values programmatic offerings, exhibits, and any other experience or program eligible for sponsorship.
7.2 Submission: Sponsor submits a sponsorship proposal to the Fair Manager or Fair staff initiates contact with potential sponsors. Fair staff documents information including business information, term, financial offer/benefits (cash and/or in-kind), and signage plan.
7.3 Preliminary Review: Staff conducts initial eligibility, legal, and procurement screening (including conflicts-of-interest and vendor vetting).
7.4 Valuation & Terms: Staff develops recommended commercial terms to include term length, payments, payment schedule, renewal options,

signage limits, maintenance responsibilities, tax considerations, insurance, indemnity, and termination rights.

7.5 Legal Review: Metro Department of Law review for compliance with ordinance, procurement, advertising, naming, and contract rules.

8.0 Naming Rights Solicitation, Proposal & Evaluation Process

8.1 Valuation & Terms: Staff develops a valuation estimate and recommended commercial terms to include term length, payments, payment schedule, renewal options, signage limits, maintenance responsibilities, tax considerations, insurance, indemnity, and termination rights in preparation for solicitation and contract.

8.2 Solicitation: The Executive Director will work with Metro Procurement on developing a solicitation for to ensure a public, competitive, and transparent procurement process.

8.3 Legal Review: Metro Department of Law review for compliance with ordinance, procurement, advertising, naming, and contract rules.

8.4 Executive Recommendation: Executive Director prepares a recommendation packet for the review and consideration by the Board of Fair Commissioners and ultimately for referral to the Metro Council (as required).

8.5 Metro Council Action: No naming or sale of naming rights will be effective until a Metro Council ordinance adopting the name or authorizing the sale is duly enacted, consistent with Metro Code Chapter 13.26 and subsequent ordinances.

9.0 Contract Terms — Required Elements

9.1 Clear identification of property, rights granted, and scope of name use.

9.2 Term length and specific renewal options. No agreement shall be for a term longer than ## years.

9.3 Payment structure: lump-sum, installment, or hybrid; provisions for late payment/default.

9.4 Use of proceeds: designation of revenue use (see Section 10) consistent with Metro budgeting rules.

9.5 Signage & branding standards: size, location, design, permit approvals, maintenance and removal obligations. Permitted signage must comply with Metro sign codes and facility design standards.

9.6 Moral/reputational clause: immediate suspension/termination right if sponsor engages in conduct that materially damages The Fairgrounds Nashville's and/or Metro Nashville's reputation or violates law.

9.7 Termination, default, and cure periods.

9.8 Indemnity, insurance, and indemnification provisions consistent with Metro requirements.

9.9 Compliance with Metro procurement, advertising, and ethics policies; acknowledgment that Metro Council ordinance is required.

9.10 Transition provisions at expiration (return to baseline naming, successor sponsor procedures).
9.11 Recordkeeping/reporting requirements and public transparency clauses.
9.12 Other Metro-required language.

10.0 Signage, Wayfinding & Brand Integration

10.1 All physical signage, digital branding, and wayfinding must be reviewed and approved by the Executive Director and by Metro permitting authorities prior to fabrication/installation, if required.
10.2 Sign design must respect existing elements and the campus aesthetic; alterations to significant structures require additional review.
10.3 Sponsors are responsible for the cost of signage design, fabrication, installation, maintenance, and removal unless otherwise specified.
10.4 Review and approval of any temporary signage for sponsors of The Nashville Fair is designated to the Fair Manager.

11.0 Use of Naming Revenues

Naming-rights and sponsorship revenue shall be deposited in accordance with Metro financial procedures and policy. The Executive Director will recommend allocation of net revenues for facility maintenance, capital improvements, programming, or a designated account, subject to Metro budget rules.

12.0 Renewals & Transfers

12.1 Renewal of naming rights requires re-evaluation (valuation, community review, legal review) and a new Council ordinance unless the original contract explicitly provided for an automatic renewal mechanism consistent with Metro law.
12.2 Naming rights may not be assigned or transferred without Metro's written consent and appropriate Council authorization, where required.

14.0 Transparency & Records

All naming-rights proposals, evaluation documents, recommendations, and final agreements will be filed with the Metro Clerk and retained as public records consistent with Metro's records-retention policy and made available upon request except for redactions allowed by law.

15.0 Amendments & Exceptions

15.1 Exceptions to this policy may be recommended by the Executive Director but require written justification, legal review, and any other required Metro Department, and, if affecting the naming itself, Metro Council ordinance.
15.2 This policy may be amended by the Executive Director with notice to the Fair Board and after legal review; substantive changes that affect Council duties will be submitted to Metro Council for consideration.

16.0 Implementation Steps & Timeline

16.1 For naming rights, staff, with guidance from Metro Legal, prepares an ordinance draft and Council packet once naming right terms are negotiated.

16.2 Legal and procurement finalize contract language contingent on ordinance passage.

16.3 Upon Council approval of the ordinance, the naming-rights agreement is executed and the sponsor may proceed with approved signage/activation per contract timelines.

Attachments / References

- Metro Code, Chapter 13.26 — Naming of Public Buildings (authority that names must be adopted by ordinance). Metro Code 13.26.010 et seq.
- Metro Code, Chapter 2.78.010(D) – Establishes the right of the Fair Board to secure sponsorship agreements with a total net value not to exceed $50,000. Metro Code 2.78.010