

MEDIA RELEASE

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FRESNO COUNTY ANNOUNCES MAJOR SPONSORSHIP OPPORTUNITY FOR NEW CLOVIS AND REEDLEY LIBRARIES

FRESNO, CA – The County of Fresno is pleased to announce that it is seeking major sponsors, one each for the soon-to-be constructed Clovis Library and Reedley Library.

On January 28, 2025, the Board of Supervisors approved new procedures for informal bidding for “naming rights” for certain County buildings. “Naming rights” involve the successful bidder naming a County building in exchange for a payment of a fee to the County under a Naming Rights Agreement. This process will allow the Board to award the Naming Rights Agreement to the highest bidder through a competitive bid process.

This is the first time the County is offering such a sponsorship opportunity through a bidding process. The major sponsor of each new library will have the ability to name the exterior of the library after themselves, their business, family, or organization, or someone whom they may wish to honor.

This naming right will be granted for the term of the Naming Rights Agreement, providing sponsors with a unique opportunity to leave long-term legacy in the community. The Naming Rights Agreement will provide the terms and conditions of the sponsorship, the fee payment schedule, and specific requirements that the sponsor must meet.

The financial support from a major sponsor will have a lasting positive impact on the Fresno County community. It will help the County's library system make the most of Measure B tax dollars for library facilities and operations. This support will help maintain current services and ensure continued access to resources for the community.

Interested parties can visit www.fresnocountynamingrights.com to find more information about the Major Sponsorship Opportunities and the bidding process. The web pages will provide details on how to participate, the criteria for selecting the highest bidder, and, in the future, the timeline. The County hopes this process will lead to the Board awarding the Naming Rights Agreement to the highest bidder.



Preliminary Reedley Library North Main Entrance



NEW!

Major Sponsor Opportunities



Preliminary Clovis Library Sign Option 1

Support the soon-to-be constructed Clovis Library and Reedley Library as a major sponsor. As a major sponsor, you have the ability to name the exterior of the library after yourself, your business, family, or organization, or someone whom you may wish to honor. Your support makes a positive and lasting impact in your community for many generations to come.

For more info, scan QR code or visit:
www.fresnocountynamingrights.com

