



**Laramie County Shooting Sports  
Complex  
13802 Bullseye Boulevard  
Cheyenne, Wyoming 82009  
(307) 775-7484  
shootingsports@laramiecountv.com**

## **Capital Naming Program**

The Laramie County Shooting Sports Complex is built with public funds and its name is established as the Laramie County Shooting Sports Complex, and is not subject to renaming. The purpose of the Capital Naming Program is to allow for individuals, corporations, or governmental agencies to donate funds for buildings, improvements, facilities, features, fixtures, site, activities, events and programs, in accordance with Wyoming State laws, in exchange for naming rights at the Laramie County Shooting Sports Complex.

### **Selection of Names**

Buildings, improvements, facilities, features, fixtures, sites, activities, events and programs shall be named in harmony with the mission of the department and the vision of the Laramie County Shooting Sports Complex, in accordance with appropriate and acceptable Community standards. Laramie County reserves the right to reject any name, text or image at any time.

The Laramie County Shooting Sports Complex manager shall determine the appropriate signage standards and reserves the right to use the designated name and logo in all advertisement, marketing, maps and any and all other informational materials.

The donor/applicant for naming rights may only use such names over which he/she/it has legal control.

If there is competition for naming of buildings, improvements, facilities, features, fixtures, sites, activities, events and/or programs at the Laramie County Shooting Sports Complex, the application best meeting the selection criteria developed by the Department will be recommended for approval and award of naming rights.

### **Prohibitions**

All naming privileges not expressly permitted under this chapter shall be prohibited including, but not limited to a name that:

1. Is not in harmony with the Mission of Laramie County or the Laramie County Shooting Sports Complex;
2. Is not in harmony with the Vision of the Laramie County Shooting Sports Complex;
3. Is false, misleading or deceptive;
4. Promotes unlawful or illegal goods, services, or activities;
5. Promotes or glamorizes hate, violence, or anti-social behavior;
6. Implies an endorsement by Laramie County or any public official of any goods, services, or activities;
7. Is libelous or defamatory;
8. Supports, endorses or opposes the election or vote for or against any person to political office or ballot proposition;

9. Contains text or images that are likely to be confused with safety, traffic, or emergency signage; or
10. Is associated with any convicted felon, or any company or organization convicted of a felony.

### **Duration of Naming Privilege**

Naming privileges for buildings, improvements, facilities, features, fixtures, and sites, on the grounds of the Laramie County Shooting Sports Complex will not exceed a maximum duration of twenty (20) years.

The duration of the naming privileges shall be subject to the fees and charges as approved by the Laramie County Commissioners.

Naming privileges for activities, events and programs will last for the duration of the activities, events and programs or for a one-year term, whichever comes first.

### **Procedure**

Applicants for the Capital Naming Program must complete an application form.

Completed applications will be submitted to the Laramie County Shooting Sports Complex manager and presented to the Board of County Commissioners for approval or denial.

The completed, signed application will become effective upon approval of the Laramie County Board of Commissioners and will serve as the primary contractual document between the applicant and Laramie County.

### **Application Fees**

All fees to participate in the capital naming program shall be established by the Laramie County Shooting Sports Complex manager.

## **RESOLUTION: NAMING RIGHTS FOR BUILDINGS, IMPROVEMENTS, FACILITIES, FEATURES, FIXTURES AND SITES WITHIN THE BOUNDARIES OF THE LARAMIE COUNTY SHOOTING SPORTS COMPLEX**

An applicant may chose to purchase from already constructed buildings, improvements, facilities, features, fixtures and sites, or may elect to purchase new, buildings, improvements, facilities, features, fixtures and sites.

For selection and pricing of already constructed buildings, improvements, facilities, features, fixtures and sites the fee shall be the actual cost of construction.

For selection of new features, the fee shall be equivalent to the current cost of design, permits and construction for buildings, improvements, facilities, features, fixtures and sites at the time the County Commissioners approve the application.

Naming rights will be granted for buildings, improvements, facilities, features, fixtures and sites for one (1), five (5), ten (10) and twenty (20) years based on the following scale: If there are conflicting applications for the same feature, the applicant offering the best price will be selected.

Duration of naming rights limited by construction value as follows:

One Year - 1/20 of actual construction cost + sign cost

Five Years - 1/4 of actual construction costs

Ten Years – 1/2 of actual construction costs

Twenty Years – actual construction costs

NOTE: If there are conflicting applications for the same feature, the applicant offering the best price will be selected.

## **NAMING RIGHTS FOR EVENTS**

Naming rights will not apply to events named after their hosting registered user group. Naming right fees will be assessed to events sponsored by a non-registered user group who wish to use their name with the event.

Naming rights for events will be as follows:

Local and State Event Sponsors

\$50.00 for 10-100 participants

\$150 for 101 to 200 participants

\$200 for 201 to 300 participants

\$300 for 301 to 400 participants

\$400 for 401 to 500 participants

\$500 for over 501 participants

Regional/National/International Event Sponsors

\$300 for up to 200 participants

\$400 for 201 to 300 participants

\$600 for 301 to 400 participants

\$800 for 401 to 500 participants

\$1,000 for over 501 participants.

NOTE: If there are conflicting applications for the same event the applicant offering the best price will be selected.

Disclaimer: All applicants must have the legal right to use their name and logos, and assume the liability if there are any legal issues or challenges that arise regarding their use of the provided name and logo.

### **Capital Naming Application**