

CHAPTER 255  
HB 534 – FINAL VERSION

8Jan2014... 2243h  
04/17/14 1088s

2014 SESSION

13-0348  
08/01

HOUSE BILL           **534**

AN ACT               establishing a commission to study the feasibility of sponsorship agreements including naming rights for certain structures.

SPONSORS:       Rep. D. McGuire, Merr 21; Rep. Chandler, Carr 1; Rep. Umberger, Carr 2; Rep. Emerick, Rock 21

COMMITTEE:       Public Works and Highways

---

AMENDED ANALYSIS

This bill establishes a commission to study the feasibility of sponsorship agreements including sale of naming rights of certain structures.

-----

Explanation:       Matter added to current law appears in ***bold italics***.  
                          Matter removed from current law appears [~~in brackets and struck through~~].  
                          Matter which is either (a) all new or (b) repealed and reenacted appears in regular type.

**CHAPTER 255**  
**HB 534 – FINAL VERSION**

8Jan2014... 2243h  
04/17/14 1088s

13-0348  
08/01

STATE OF NEW HAMPSHIRE

*In the Year of Our Lord Two Thousand Fourteen*

AN ACT                    establishing a commission to study the feasibility of sponsorship agreements including naming rights for certain structures.

*Be it Enacted by the Senate and House of Representatives in General Court convened:*

1            255:1 New Section; Sale of Naming Rights. Amend RSA 228 by inserting after section 32 the  
2 following new section:

3            228:32-a Commission to Study the Feasibility of Sponsorship Agreements Including Naming  
4 Rights.

5            I. There is established a commission to study the feasibility of sponsorships agreements  
6 including naming rights of certain structures. The members of the commission shall be as follows:

7                    (a) Four members of the house of representatives, appointed by the speaker of the house  
8 of representatives.

9                    (b) The commissioner of the department of transportation, or designee.

10            II. Legislative members of the commission shall receive mileage at the legislative rate when  
11 attending to the duties of the commission.

12            III. The commission shall study feasibility of sponsorship agreements including naming  
13 rights of certain structures, including bridges, overpasses, and exits. The commission shall:

14                    (a) Consider the process for naming structures in other states.

15                    (b) Determine any federal regulation related to naming rights for transportation  
16 structures.

17                    (c) Estimate potential revenue from the sale of such naming rights.

18            IV. The members of the commission shall elect a chairperson from among the members. The  
19 first meeting of the commission shall be called by the first-named house member. The first meeting  
20 of the commission shall be held within 45 days of the effective date of this section. Three members of  
21 the commission shall constitute a quorum.

22            V. The commission shall report its findings and any recommendations for proposed  
23 legislation to the speaker of the house of representatives, the president of the senate, the house  
24 clerk, the senate clerk, the governor, and the state library on or before November 1, 2014.

25            255:2 Repeal. RSA 228:32-a, relative to the commission to study the feasibility of sponsorship  
26 agreements including naming rights of certain structures, is repealed.

27            255:3 Effective Date.

28                    I. Section 2 of this act shall take effect November 1, 2014.

**CHAPTER 255**  
**HB 534 – FINAL VERSION**  
**- Page 2 -**

1           II. The remainder of this act shall take effect upon its passage.

2    Approved: July 22, 2014

3    Effective Date: I. Section 2 shall take effect November 1, 2014

4           II. Remainder shall take effect July 22, 2014