



Atherton Now – Building Community Capital Campaign

Naming Opportunities for Fundraising

The following naming opportunities have been vetted and approved by a sub-committee named by the Town Council, after discussion with Town Staff, Council and members of the *Atherton Now* campaign committee. These names and values represent the most current available information from the site drawings by architects, WRNS, and may change from time to time as further details emerge. *Thank you for your interest.*

TYPE OF AREA	LOCATION	NAMING	INVESTMENT
INDOOR/OUTDOOR SPACE			
	Lobby Entrance	Donor Wall	\$100,000 - \$10 MILLION
	New Road	New road that connects Ashfield & Fair Oaks	\$10 MILLION
	Former Council Chambers	“Historic” Town Hall	\$5 MILLION
	“Historic” Town Hall	Café & Catering Kitchen	\$1 MILLION
	Admin. Services & Police Wing	Technology Hub (Server Room)	\$100,000
	Police Secure Parking	Canine Corner	\$50,000
OUTDOOR SPACE			
	Off new Council Chambers	Civic Court	\$3 MILLION
	Roof area	Photovoltaics	\$2 MILLION
	Near Library	Reading Garden (fenced)	\$1 MILLION
	Near Library/Café	Library Terrace	\$1 MILLION
	Near Library	Redwood Grove	\$500,000
	Between Library/Council Chambers	Cedar Play Area	\$500,000
	At Admin. Services & Police Wing	Water Feature/Entry Court	\$250,000
	Near Parking Area	Native Species Garden	\$250,000
		Librarian’s Garden	\$100,000

LIBRARY	
Children’s Room	\$1 MILLION DOLLARS
Young Adult Space	\$750,000
Adult Space	\$500,000
Adult Space (quiet)	\$500,000
Digital Maker’s Space	\$500,000
Tech Center	\$500,000
Heritage Room (Historian)	\$500,000
Conference Rm.1-Legends of Atherton	\$500,000
Conference Rm. 2	\$250,000
Conference Rm. 3	\$250,000
Makers Outdoor Workshop	\$250,000
Environmental Dashboard	\$100,000-250,000
Display Cases	TBD

Imagine if the renovated Historic Town Hall had a catering kitchen so groups of all ages could enjoy meals from local restaurants and chefs featuring farm-to-table recipes, and other specialties that could accompany meetings, and social gatherings.

Imagine if the renovated Library would commemorate our Atherton ‘Legends’ in the areas of Sports, Authors, Entrepreneurs, or Technology.

Imagine if the new Atherton Civic Center had a children’s play area that featured recycled trees, with local artists’ input.

Imagine if the new Atherton Civic Center had an outdoor deck where friends and children could meet, talk, play and plan for the future.

Imagine if the new Atherton Civic Center had a café where friends and colleagues could meet for coffee, tea, and meaningful conversation.

In addition, in the ‘community phase’ of the capital campaign we will offer donors, and donor families, naming opportunities such as:

- “in honor of” and “in memory of” garden areas (\$25-\$50,000 each)
- Benches
- Bricks
- Path and wayfinding markers/signage
- Other friendly and appropriate signage (dog friendly area, etc.)