Naming Rights in Stations and City Icons

Innovative Revenues for Infrastructure Guidelines (IRI)

Naming Rights in Stations and City Icons

Opportunities for application of CVC are many and CVC revenues have, in many instances, proven to be successful in mobilizing additional funding for various infrastructure projects and help deliver better quality of public service. Below you will find international case studies of CVC to provide additional resources to practitioners to apply CVC.

Download Chatbot
Photo Credit
Innovative Revenues for Infrastructure, Free photo aerial view of shanghai overpass at night

In a similar way that advertising and marketing leverages high footfall areas, naming rights can leverage city icons to connect with consumers. By offering naming rights to reputed brands, governments can monetize the iconic image of infrastructure assets and engage reputable brands to leverage value from naming rights for brand recall and positive brand association.

However, naming rights for city icons such as stations need guidelines that align naming rights with community values.

Subsections

Innovative Revenues for Infrastructure, Bridge, Modern yellow building, Free photo metal building roof structure

Station Naming Rights, Dubai

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The Guidelines on Innovative Revenues for Infrastructure (IRI) is intended to be a living document and will be reviewed at regular intervals. They have not been prepared with any specific transaction in mind and are meant to serve only as general guidance. It is therefore critical that the Guidelines be reviewed and adapted for specific transactions.

To find more, visit the Innovative Revenues for Infrastructure section and the Content Outline, or Download the Full Report. For feedback on the content of this section of the website or suggestions for links or materials that could be included, please contact the PPPLRC at ppp@worldbank.org.

