Naming Rights

Municipal PPP Project Summaries

Naming Rights is a form of advertising whereby a corporation, person, or other entity purchases the right to name for example a facility, object or program and any project that might involve an iconic asset should consider monetizing naming rights.

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Image not found or type unknown Naming Rights, IRI, A large outdoor billboard

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The World Bank's Municipal Public-Private Framework Case Studies includes around 100 Project Summaries with examples of commercial value capture in various sectors and from countries around the world. Below is a list of projects and project summaries which use **Name Rights** as innovative sources of funding.

To find more see Municipal Public-Private Partnership Framework.

List of Projects: Name Rights

- Ricoh Coliseum at Exhibition Place, Toronto, Canada *(52)*
- The North Toronto Collegiate Institute (NTCI), Toronto, Canada (*91*)
- Station Naming Rights, Dubai (*100*)

Project Summaries

Image not found or type unknown
Arena

Ricoh Coliseum at Exhibition Place, Toronto, Canada

Image not found or type unknown
school

The North Toronto Collegiate Institute (NTCI), Toronto, Canada

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

Station Naming Rights, Dubai

Research and Publications in PPPRC

BROWSE BY REGION

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BROWSE BY SECTOR

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- Telecom & ICT
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- Climate
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- Emission Reduction Credit
- Fragile and Conflict-Affected States (FCS)
- Gender
- Innovative Revenues for Infrastructure

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 Public-Private Partnership Resource Center at ppp@worldbank.org.

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