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# A BILL FOR AN ACT

RELATING TO NAMING RIGHTS.

**BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF HAWAII:**

1           SECTION 1. Chapter 102, Hawaii Revised Statutes, is  
2 amended by adding a new section to be appropriately designated  
3 and to read as follows:

4           "§102-    Naming rights of state-owned facilities;  
5 marketing; advertising. (a) The naming rights for any state-  
6 owned facility may be sold or leased to any public or private  
7 entity.

8           (b) Any revenues derived from advertising or marketing in  
9 or on any state-owned facility, including revenues derived under  
10 subsection (a), shall be deposited into the appropriate special  
11 fund of the state agency that owns the facility or into the  
12 general fund if no appropriate special fund exists."

13           SECTION 2. New statutory material is underscored.

14           SECTION 3. This Act shall take effect on July 1, 2050.



**Report Title:**

Naming Rights; State-Owned Facilities; Concessions; Advertising; Marketing

**Description:**

Allows the naming rights of any state-owned facility to be sold or leased to any public or private entity. Requires any revenues derived from advertising or marketing in or on any state-owned facility to be deposited into the appropriate special fund of the state agency that owns the facility or into the general fund if no appropriate special fund exists. Effective 7/1/2050. (SD1)

*The summary description of legislation appearing on this page is for informational purposes only and is not legislation or evidence of legislative intent.*

