
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
6 state-owned facility may be 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.



S.B. NO. 583
S.D. 2

Report Title:

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

Description:

Allows the naming rights of any state-owned facility to be 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.
(SD2)

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