

JAN 17 2025

A BILL FOR AN ACT

RELATING TO NAMING RIGHTS.

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

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

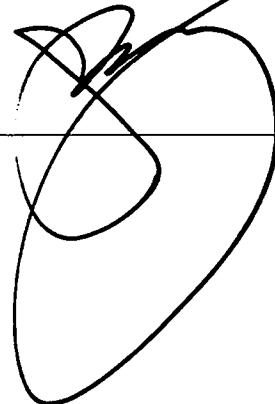
"§102- Naming rights of state-owned facilities; marketing; advertising. (a) The naming rights for any state-owned facility may be sold or leased to any public or private entity.

(b) Any revenues derived from advertising or marketing in or on any state-owned facility, including revenues derived under subsection (a), shall 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."

SECTION 2. New statutory material is underscored.

SECTION 3. This Act shall take effect upon its approval.

INTRODUCED BY: _____

A large, stylized handwritten signature in black ink, written over a horizontal line.

S.B. NO. 583

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.

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

