
A BILL FOR AN ACT

RELATING TO NAMING RIGHTS.

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

1 SECTION 1. Chapter 109, Hawaii Revised Statutes, is
2 amended by adding a new section to be appropriately designated
3 and to read as follows:

4 "§109- Stadium facility; naming rights; marketing;
5 advertising. (a) Notwithstanding any law to the contrary,
6 chapter 102 shall not apply to concessions within the stadium
7 facility.

8 (b) The stadium authority may lease the naming rights of
9 the stadium facility or any portion of the stadium facility or
10 building therein to any public or private entity.

11 (c) Any revenues derived from advertising or marketing in
12 or on the stadium facility, including revenues derived under
13 subsection (b), shall be deposited into the stadium development
14 special fund under section 109-3.5."

15 SECTION 2. Chapter 201B, Hawaii Revised Statutes, is
16 amended by adding a new section to be appropriately designated
17 and to read as follows:



1 "§201B- Convention center facility; naming rights;
2 marketing; advertising. (a) Notwithstanding any law to the
3 contrary, chapter 102 shall not apply to concessions in or on
4 the convention center facility.

5 (b) The authority may lease the naming rights of the
6 convention center facility or any portion of the convention
7 center facility to any public or private entity.

8 (c) Any revenues derived from advertising or marketing in
9 or on the convention center facility, including revenues derived
10 under subsection (b), shall be deposited into the convention
11 center enterprise special fund under section 201B-8."

12 SECTION 3. Section 109-3.5, Hawaii Revised Statutes, is
13 amended by amending subsection (a) to read as follows:

14 "(a) There is established in the state treasury the
15 stadium development special fund, into which funds collected by
16 the stadium authority shall be deposited, including:

17 (1) All revenues from the stadium development district,
18 including but not limited to [~~agreements~~]:

19 (A) Any agreement or [~~actions~~] action generating
20 revenue related to stadium operations[~~7~~];



1 (B) The lease or rental of facilities or land,

2 ~~[concessions]~~;

3 (C) Advertising or marketing, including revenues

4 derived under section 109- ;

5 (D) Any concession;

6 (E) The food and beverage[~~7~~] service;

7 (F) The parking[~~7~~, sponsorship] facilities;

8 (G) Sponsorship and advertising[~~7~~, utilities and]; and

9 (H) Utilities, infrastructure, and development;

10 (2) All gifts or grants awarded in any form from any
11 public agency or any other source for purposes of the
12 stadium development district;

13 (3) All proceeds from revenue bonds issued for the purpose
14 of the stadium development district; and

15 (4) Appropriations made by the legislature to the fund."

16 SECTION 4. Section 201B-8, Hawaii Revised Statutes, is
17 amended by amending subsection (a) to read as follows:

18 "(a) There is established the convention center enterprise
19 special fund, into which shall be deposited:

20 (1) A portion of the revenues from the transient
21 accommodations tax, as provided by section 237D-6.5;



1 (2) All revenues or moneys derived from the operations of
2 the convention center to include all revenues from
3 ~~[the]~~:

4 (A) The food and beverage service~~[, all revenues from~~
5 ~~the]~~;

6 (B) The parking facilities ~~[or from any]~~;

7 (C) Any concession~~[, and all revenues from the]~~;

8 (D) The sale of souvenirs, logo items, or any other
9 items offered for purchase at the convention
10 center; and

11 (E) Advertising or marketing, including revenues
12 derived under section 201B- ;

13 (3) Private contributions, interest, compensation, gross
14 or net revenues, proceeds, or other moneys derived
15 from any source or for any purpose arising from the
16 use of the convention center facility; and

17 (4) Appropriations by the legislature for marketing the
18 facility pursuant to section 201B-7(a)(7)."

19 SECTION 5. Section 445-112, Hawaii Revised Statutes, is
20 amended to read as follows:



1 **"§445-112 Where and when permitted.** No person shall
2 erect, maintain, or use a billboard or display any outdoor
3 advertising device, except as provided in this section:

4 (1) The display of official notices and signs, posted by
5 order of any court or public office, or posted by any
6 public officer in the performance of a public duty, or
7 posted by any person required to do so by any law or
8 rule having the force of law;

9 (2) Any outdoor advertising device announcing a meeting or
10 series of meetings is not prohibited by this section
11 if displayed on the premises where the meeting or
12 series of meetings will be or is being held. Meeting,
13 as used in this section, includes all meetings
14 regardless of whether open to the public or conducted
15 for profit and includes but is not limited to sports
16 events, conventions, fairs, rallies, plays, lectures,
17 concerts, motion pictures, dances, and religious
18 services;

19 (3) Any outdoor advertising device indicating that the
20 building or premises on which it is displayed is the
21 residence, office, or place of business, commercial or



1 otherwise, of any individual, partnership, joint
2 venture, association, club, or corporation, and
3 stating the nature of the business;

4 (4) Any outdoor advertising device that advertises
5 property or services that may be bought, rented, sold,
6 or otherwise traded in on the premises or in the
7 building on which the outdoor advertising device is
8 displayed;

9 (5) The offering for sale of merchandise bearing
10 incidental advertising, including books, magazines,
11 and newspapers, in any store, newsstand, vending
12 machine, rack, or other place where such merchandise
13 is regularly sold;

14 (6) Any outdoor advertising device offering any land,
15 building, or part of a building for sale or rent, if
16 displayed on the property so offered or on the
17 building so offered;

18 (7) Any outdoor advertising device carried by persons or
19 placed upon vehicles used for the transportation of
20 persons or goods, except as provided under section
21 445-112.5, relating to vehicular advertising devices;



1 (8) Any outdoor advertising device warning the public of
2 dangerous conditions that they may encounter in nearby
3 sections of streets, roads, paths, public places,
4 power lines, gas and water mains, or other public
5 utilities;

6 (9) Signs serving no commercial purpose that indicate
7 places of natural beauty, or of historical or cultural
8 interest and that are made according to designs
9 approved by the department of business, economic
10 development, and tourism;

11 (10) Any outdoor advertising device or billboard erected,
12 placed, or maintained upon a state office building, if
13 erected, placed, or maintained by authority of a state
14 agency, department, or officer for the sole purpose of
15 announcing cultural or educational events within the
16 State, and if the design and location thereof has been
17 approved by the department of business, economic
18 development, and tourism;

19 (11) Signs urging voters to vote for or against any person
20 or issue, may be erected, maintained, and used, except
21 where contrary to or prohibited by law;



1 (12) Signs stating that a residence that is offered for
2 sale, lease, or rent is open for inspection at the
3 actual time the sign is displayed and showing the
4 route to the residence; provided that the sign
5 contains no words or designs other than the words
6 "Open House", the address of the residence, the name
7 of the person or agency responsible for the sale, and
8 an arrow or other directional symbol and is removed
9 during such time as the residence is not open for
10 inspection;

11 (13) The erection, maintenance, and use of billboards if
12 the billboard is used solely for outdoor advertising
13 devices not prohibited by this section;

14 (14) The continued display and maintenance of outdoor
15 advertising devices actually displayed on
16 July 8, 1965, in accordance with all laws and
17 ordinances immediately theretofore in effect;

18 (15) The continued maintenance of any billboard actually
19 maintained on July 8, 1965, and the display thereon of
20 the same or new advertising devices, all in accordance



1 with all laws and ordinances in effect immediately
2 prior to July 9, 1965;

3 (16) Any outdoor advertising device, displayed with the
4 authorization of the University of Hawaii, on any
5 scoreboard of any stadium owned by the university. An
6 outdoor advertising device displayed under this
7 paragraph shall be on the front of the scoreboard and
8 face the interior of the stadium;

9 (17) Any temporary outdoor advertising device attached to
10 or supported by the structure of any stadium owned by
11 the University of Hawaii, located within and facing
12 the interior of the stadium, and authorized to be
13 displayed by the university. For the purpose of this
14 paragraph, "temporary" means displayed for a short
15 period before the official start of organized athletic
16 competition, during the organized athletic
17 competition, and for a short period after the official
18 end of the organized athletic competition;

19 (18) Any outdoor advertising device, displayed with the
20 authorization of the stadium authority, on any
21 scoreboard of any stadium operated by the stadium



1 authority. An outdoor advertising device displayed
2 under this paragraph shall be on the front of the
3 scoreboard and face the interior of the stadium; ~~and~~

4 (19) Any outdoor advertising device, displayed with the
5 authorization of the stadium authority, on the
6 exterior of any stadium operated by the stadium
7 authority. Any outdoor advertising device displayed
8 under this paragraph shall be limited to the name of
9 any entity that leased the naming rights of the
10 stadium from the stadium authority; and

11 ~~[(19)]~~ (20) Any outdoor advertising device, displayed with
12 the authorization of the city and county of Honolulu,
13 on the scoreboard of the Waipio peninsula soccer
14 stadium. The outdoor advertising device shall be:

- 15 (A) Attached to the bottom of the scoreboard;
16 (B) No longer than the width of the scoreboard; and
17 (C) No higher than twenty-five per cent of the
18 scoreboard height.

19 The scoreboard shall be no larger than twenty-eight
20 feet by ten feet. Any outdoor advertising device
21 displayed pursuant to this paragraph shall be on the



1 front of the scoreboard and face the interior of the
2 stadium; provided that the outdoor advertising device
3 shall not be visible from any thoroughfare."

4 SECTION 6. Statutory material to be repealed is bracketed
5 and stricken. New statutory material is underscored.

6 SECTION 7. This Act shall take effect on July 1, 2025.



Report Title:

Stadium Authority; Hawaii Tourism Authority; Naming Rights; Stadium; Convention Center; Concessions; Advertising; Marketing; Stadium Development Special Fund; Convention Center Enterprise Special Fund

Description:

Allows the naming rights of the Stadium Facility and Convention Center Facility to be leased to any public or private entity. Requires any revenues derived from advertising or marketing in or on the Stadium Facility or Convention Center Facility to be deposited into the appropriate special fund of the facility. Authorizes the display of the name of any entity that leased the naming rights to a stadium operated by the Stadium Authority on the exterior of the stadium. (CD1)

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