SENATE BILL NO. 2932
(As Passed the Senate)

AN ACT TO AUTHORIZE AND ENABLE THE VARIOUS PUBLIC ENTITIES TO
CONTRACT FOR NAMING RIGHTS OF CIVIC CENTERS; AND FOR RELATED
PURPOSES.

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

SECTION 1. The governing authority of any city, county or
any other public entity, whether acting as a state agency or a
local agency, is hereby authorized and empowered to enter into
contracts for the use of a commercial, corporate, business or
private enterprise name on the building, literature, letterhead or
other item, as contracted for, of any publicly-owned stadium,
coliseum, auditorium, convention center, civic center or other
facility whose main purpose is to provide a place for conventions,
entertainment, athletic events and events. Such contracts shall
be for a term that complies with law and may, in the discretion of
the governing authority, extend beyond the term of office of the
persons who are members of the governing authority when the
contract is entered into. Such contracts shall provide
compensation to the public entity that is fair and adequate
consideration, in the determination of the governing authority, in
exchange for the benefits, name recognition, advertising,
potential returns and publicity to the private enterprise. Any
such contract entered into prior to the effective date of this act
is hereby ratified and affirmed. Such public entities may
negotiate and enter into such contract for naming rights, and all
incidental rights associated therewith, in the same method as is
authorized by law for procuring a contract for professional
services. This act does not authorize contracts for naming rights
for school buildings or any other type of public building, regardless of whether it is used for public meetings on occasion, but applies only to public buildings which are primarily focused on convention, entertainment, athletic events and other civic events.

SECTION 2. This act shall take effect and be in force from and after its passage.