

<b>University of North Texas at Dallas Policy Manual</b>	Chapter 9.000
<b>9.001 Naming Policy</b>	<b>University Advancement</b>

**Policy Statement.** Naming opportunities exist to recognize the dedication, accomplishment, or generosity of extraordinary individuals and entities whose support has proven valuable to the mission and programs at the University of North Texas at Dallas (UNT Dallas). This policy is intended to establish consistent definitions, set minimum standards, and create general procedures to guide staff and donors in discussing naming opportunities.

**Application of Policy.** This policy applies to all naming bestowed by UNT Dallas.

**Definitions.**

1. **Gift.** “Gift” means a voluntary, philanthropic transfer of assets received from an individual, a corporation, a foundation, or other organization. A gift may be made through a number of vehicles, including but not limited to cash, stock, estates, trusts, in-kind, and real estate.
2. **University or Institution.** The terms “University” and “Institution,” for the purposes of this policy, refer to UNT Dallas.
3. **Naming.** “Naming” refers to the conferral of an individual’s or organization’s name to a building, room, area, or other parcel of real property or an improvement thereon, or to an institute, program, endowed chair, or other academic initiative or program, for the purpose of honoring the philanthropic support and/or distinguished contributions of the subject, individual, or organization.
4. **Sponsorship Agreement.** An agreement between the institution and a business entity in which the University provides naming rights in exchange for money or other contractual obligations on the part of the business entity. The naming rights provided in the agreement are for a specific time-period and value received.

## **PROCEDURES AND RESPONSIBILITIES.**

### **1. Naming Categories.**

#### **a. Gift-Related Naming.**

A gift-related naming occurs when a donor makes a tax-deductible contribution to the Institution or to a development foundation that supports the Institution and is recognized with a naming. Gift-related naming must be approved by the Board of Regents, the President, or the Vice President for University Advancement as set forth in the “Naming Opportunities and Necessary Approvals” section of this Policy.

#### **b. Honorific Naming.**

An honorific naming is bestowed in recognition of the dedication or meritorious contribution of a person. A person being recognized by an honorific naming must have exhibited values consistent with the mission and vision of the Institution, must have an established relationship with the University, and must have contributed measurably to the good of society. When an individual is considered for an honorific naming, the proposal shall be reviewed and approved by the Vice President for University Advancement and the President prior to being submitted to the Board of Regents for final approval. The Board of Regents must approve all honorific namings.

Responsible Party: President, Vice President for University Advancement

### **2. Naming Opportunities and Necessary Approvals.**

#### **a. Buildings and Other Major Facilities.**

Naming of buildings and other major facilities such as conference facilities, wings of buildings, large auditoriums, concert halls, clinics, and athletic facilities/event centers must be approved by the Board of Regents following the recommendations of the President. The criteria for a gift-related naming will consider the value, visibility, improvements, and marketability of the location and will be based on a minimum donation valued at no less than 33% of the original construction costs, renovation costs, or current value of the property. The source of funds may include those from an individual, corporation, foundation, other organization, or the state.

Responsible Party: President

b. Areas within Buildings and Other Major Facilities.

Naming of areas within buildings and other major facilities such as, but not limited to, atriums, specific rooms, lecture halls, laboratories, and workshops, must be approved by the President upon the recommendation of the Vice President for University Advancement. Namings must be approved by the Board when the current value of the area is \$1,000,000 or more or the gift associated with the naming is \$5,000,000 or more. A gift-related naming will consider the value, visibility, improvements, and marketability of the location and will be based on a minimum donation valued at no less than 33% of the original construction costs, renovation costs, or current value of the area within the building and other major facilities. The source of funds may include those from an individual, corporation, foundation, other organization, or the state.

Responsible Party: President, Vice President for University Advancement

c. Grounds, Outdoor Renovations, Gardens, Trees and Benches.

Naming of grounds, outdoor renovations, gardens, trees, and benches must be approved by the President upon the recommendation of the Vice President for University Advancement. Namings must be approved by the Board when the current value of the area is \$1,000,000 or more or the gift associated with the naming is \$5,000,000 or more. A gift-related naming will consider the value, visibility, improvements, and marketability of the location and will be based on a minimum donation valued at no less than 33% of the original construction costs, renovation costs, or current value of the property. The source of funds may include those from an individual, corporation, foundation, other organization, or the state.

Responsible Party: President, Vice President for University Advancement

d. Streets.

The naming of all streets located on the campus of the Institution or on a property owned by the Institution must be approved by President and the Vice President for University Advancement prior to being submitted to the Board of Regents for final approval. The naming of a street is a rare occurrence for which there is not an

established gift requirement.

Responsible Party: President, Vice President for University Advancement

e. Real Property.

Naming of real property must be approved by the President, Vice Chancellor for Finance, and the Vice President for University Advancement prior to being submitted to the Board of Regents for final approval. Real property given to the Institution or to a development foundation that supports the institution may be named in consideration of the gift of the donor's entire interest in the property.

Responsible Party: President, Vice President for University Advancement

f. Programs, Institutes, Centers and Other Organizations.

Naming of programs, institutes, centers, and other entities will consider the value, visibility, improvements, and marketability, and must be approved by the President upon the recommendation of the Provost, the Dean of the respective school or college, and the Vice President for University Advancement regardless of the cash value of the gift prior to being submitted to the Board for final approval.

Responsible Party: President, Provost, Vice President for University Advancement

g. Colleges and Schools.

Naming of colleges and schools will consider the value, visibility, improvements, and marketability of the college or school, and must be approved by the President, upon the recommendation of the Provost, the Dean of the respective school or college, and the Vice President for University Advancement prior to being submitted to the Board of Regents for final approval.

Responsible Party: President, Provost, Vice President for University Advancement, Dean

h. Academic Positions: Naming of academic positions must be approved by the President upon the recommendation of the Provost and Vice President for Academic Affairs, Dean of the respective school or college, and the Vice President for University Advancement. A gift-related naming will consider the value and visibility of the position and will be based on a minimum donation of \$1,000,000 for endowed

chairs, \$500,000 for endowed professorships, and \$250,000 for endowed faculty fellowships. For gift-related namings, the naming of academic positions must be approved by the Board if the cash value of the related gift is \$5,000,000 or more. For corporate namings involving a sponsorship agreement, the naming of academic positions must be approved by the Board if the value of the agreement is \$1,000,000 or more.

Responsible Party: President, Provost, Vice President for University Advancement, Dean

- i. Graduate Fellowships: Naming of Graduate Fellowships must be approved by the President upon recommendation of the Dean of the respective school or college and the Vice President for University Advancement. Graduate fellowships will be based on a minimum donation of \$125,000. Namings must be approved by the Board if the cash value of the related gift is \$1,000,000 or more.

Responsible Party: President, Vice President for University Advancement, Dean

- j. Endowed Scholarships: Named endowed scholarships must be approved by the President upon recommendation of the Dean of the respective school or college and the Vice President for University Advancement. Named endowed scholarships will be based on a minimum donation of \$25,000. Namings must be approved by the Board if the cash value of the related gift is \$1,000,000 or more.

Responsible Party: President, Vice President for University Advancement, Dean

- k. Miscellaneous Naming Opportunities: Naming opportunities that are not otherwise set forth in this policy must be approved by the President and Vice President for University Advancement, regardless of the cash value of the gift. Namings must be approved by the Board if the cash value of the related gift is \$1,000,000 or more.

Responsible Party: President, Vice President for University Advancement

3. **General Guidelines.**

a. **Relevance.**

A gift-related naming opportunity requires that the gift amount must be reasonably related to the facility, place, position, or item being named.

Responsible Party: The party with the responsibility for approving the gift-related naming as set forth in this policy

b. **Announcements.** A public announcement of a naming may not be made until final approval has been obtained and a donor has met the minimum donor recognition giving percentage.

Responsible Party: The party with the responsibility for approving the gift-related naming as set forth in this policy

c. **Determination of Current Value.**

For the purposes of this policy, the current value of buildings and other major facilities and of donated real property shall be determined by the UNT System Vice Chancellor for Facilities in consultation with the University President.

Responsible Party: University President; UNT System Vice Chancellor for Facilities

d. **Donor Recognition.**

The designation of a naming shall not be publicly announced until final approval has been obtained, as required under the Regents Rules and this policy. Further, a donor shall not be publicly recognized in regard to a naming until the Institution or a development foundation that supports the institution has received no less than 33% of any gift related to the naming, and the remainder must be received within five years.

Responsible Party: The party with the responsibility for approving the gift-related naming as set forth in this policy

e. Gifts of Monies, Securities, Real Estate, Personal Property, and Other Types of Gifts:

The President has the authority to allow various types of gift arrangements other than monies, securities, real estate, and personal property to be gifted in consideration of a naming, in accordance with gift acceptance policies established by the Office of University Advancement. These arrangements may include, but are not limited to, charitable trusts, charitable gift annuities, bargain sales, life estate gifts, life insurance, irrevocable beneficiary designations, and gifts of less than the entire interest in a property. In the event a naming requires Board approval, the Board shall be informed of the manner in which the gift is intended to be made, and the Board shall determine whether it is in the best interest of the Institution to accept or reject the gift.

Responsible Party: President

f. Duration of a Naming.

A naming in recognition of a gift shall be for the life of the building, other facility, program, endowment, or item being named unless otherwise agreed to in the gift agreement or unless the donor, the donor's heirs, executors, or legal representatives consent to the modification of the gift agreement.

Responsible Party: President

g. Corporate Namings.

A corporate naming must be in accordance with the Regents Rules, the requirements of Texas Education Code §51.923, and this policy.

Responsible Party: UNT System Office of General Counsel

h. Fundraising, Development Campaigns, and Marketing of Naming Opportunities.

All fundraising and development campaign efforts related to naming opportunities and the marketing of naming opportunities must be coordinated with the President and the Vice President for University Advancement. The President shall be responsible for obtaining required Board approvals related to namings. The President may delegate responsibilities to the Vice President for University Advancement for coordination of fundraising and development campaign efforts to

secure gifts related to naming opportunities.

Responsible Party: President, Vice President for University Advancement

i. Approval Authority.

The President must approve all gift-related naming opportunities of \$1,000,000 or more prior to solicitation of any prospective donor. No commitment regarding naming for such gifts shall be made to a donor or honoree prior to approval by the President, upon the recommendation of the Vice President for University Advancement and approval by the Board of Regents, if required by the Regents Rules. Each proposal shall be made in writing in accordance with the requirements of this policy. A gift agreement stating the terms of the gift-related naming must be signed by both the donor and approved representatives of the Institution. The proposal and gift agreement shall be maintained by the Office of University Advancement in accordance with the UNTD Policy 4.003 Records and Information Management.

Responsible Party: President, Vice President for University Advancement, Office of University Advancement

**Exceptions.**

The President reserves the right to grant a naming at his/her discretion and grant exceptions to University policies regarding naming opportunities when it is in the best interest of the Institution; provided that, for namings requiring the approval of the Board of Regents, the Board must approve any exception regarding such naming opportunities.

Responsible Party: President

**References and Cross-references.**

Regents Rule 09.200, Naming Opportunities  
UNTD Policy 4.003 Records and Information Management

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