

Policies of the University of North Texas	Chapter 9
09.001 Naming	Institutional Advancement

Policy Statement. Naming opportunities exist to recognize the dedication, accomplishment and/or generosity of extraordinary individuals and entities whose support is valuable to the mission and programs at UNT. This policy will guide the President in establishing consistent definitions, minimum standards, and general procedures to guide staff and donors in discussing naming opportunities. The naming of property, programs and academic positions at UNT is an important responsibility. A naming should align with the purpose, priorities, values and mission of the institution.

Application of Policy. All Faculty and Staff

Definitions.

1. **Gift.** "Gift" means a voluntary, philanthropic, and irrevocable transfer of assets received from another without adequate consideration. 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. **Institution.** "Institution" means the University of North Texas.
3. **Naming.** "Naming" means the conferral of an individual's or organization's name to a building, room, endowed chair, or another initiative or property to honor the philanthropic and/or distinguished contributions of an individual or organization.

Procedures and Responsibilities.

- I. **Types of Naming.**
 - A. **Gift-Related Naming:** A gift-related naming occurs when a donor makes a qualifying tax-deductible contribution to the institution or to the UNT Foundation and is recognized with a naming.
 - B. **Gift-Related Corporate Naming:** A gift-related corporate naming is the naming of property, programs or academic positions whereby a business entity makes a tax-deductible gift to the institution or to the UNT Foundation and is recognized with a naming. A gift-related corporate naming shall be reviewed and approved by the Vice President for Advancement and the President prior to being submitted to the Board of Regents for final approval. A corporate naming requires an agreement between the corporation and the institution in accordance with Regents Rule 03.900.
 - C. **Corporate Naming:** A corporate naming involves the sponsorship by a corporation or business entity that seeks to purchase advertising and marketing exposure and is not considered a gift. A corporate naming requires an agreement with the

corporation and the institution in accordance with Regents Rule 03.900. Corporate naming rights will include a term limit. Corporate naming, including sponsorships, should be reviewed by the Vice President for Advancement prior to being submitted to the President for approval.

- D. Honorific Naming: An honorific naming may be 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 institution, 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 Advancement and the President prior to being submitted to the Board of Regents for final approval.
- E. General Provisions: The same gift will not typically be used for more than one naming opportunity. For example, an individual who contributes the appropriate dollar amount for a named chair, will not also be offered a named classroom. In some cases, an exception, or honorific naming, may be appropriate for transformational gifts. Exceptions must be recommended by the Vice President for Advancement to the President for approval.

II. Naming Opportunities and Necessary Approvals.

- A. Honorific Namings: The Board of Regents must approve all honorific namings. Honorific namings requests will be submitted to the Vice President for Advancement and the President for review and approval before being submitted to the Board of Regents for final approval.
- B. Buildings and Other Major Facilities: Naming of buildings and other major facilities, such as stadiums, wings of buildings, large auditoriums, concert halls and clinics, 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 of no less than 33% of the original construction cost, renovation cost, or current value of the property.
- C. Areas within Buildings and Other Major Facilities: Naming of areas within buildings and other major facilities such as, but not limited to, bricks, pavers, atriums, specific rooms, lecture halls, laboratories and workshops, must be approved by the President upon the recommendation of the Vice President for Advancement and the Dean of, or the Vice President for, the corresponding school, college or administrative department. Approval from the Board of Regents is required when the current value of the area is equal to or more than \$1,000,000, or the gift associated with the naming of the area equals \$5,000,000 or more. The process of creating naming thresholds for a new or existing building or space should be coordinated by the appropriate Dean or official in collaboration with the Vice President for Advancement. When the value of the area to be named is equal to

or more than \$1,000,000, or the gift associated with the naming equals \$5,000,000 or more, the Board of Regents must provide final approval of the naming. A gift-related naming will consider the value, visibility, improvements and marketability of the location and will be based on a minimum donation of no less than of the original construction cost, renovation cost, or current value of the area within the building and other major facilities.

- D. Grounds, Outdoor Renovations, Gardens, Trees and Benches: Gift related naming of grounds, outdoor renovations, gardens, trees and benches must be approved by the President upon the recommendation of the Vice President for Advancement in consultation with Associate Vice President of Facilities. When the value of the area to be named is equal to or more than \$1,000,000, or the gift associated with the naming equals \$5,000,000 or more, the Board of Regents must provide final approval of the naming. A gift-related naming will consider the value, visibility, improvements and marketability of the location and will be based on a minimum donation of no less than of the original construction cost, renovation cost, or current value of the property.
- E. 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 the Board of Regents, Prior to submission to the Board of Regents, the Vice Chancellor for Administrative Services and the President must approve the naming upon the recommendation of the Vice President for Advancement. The naming of a street is a rare occurrence for which there is not an established gift requirement.
- F. Real Property: Naming of real property must be approved by the Board of Regents. Prior to submission to the Board of Regents for final approval, the Vice Chancellor for Administrative Services and the President must approve the naming upon the recommendation of the Vice President for Advancement. Real property given to the institution may be named in consideration of the gift of the donor's entire interest in the property.
- G. Programs, Institutes, Centers and Other Organizations: Naming of programs, institutes, centers and other entities must be approved by the President upon the recommendation of the Provost and Vice President for Academic Affairs, the Dean of the respective school or college and the Vice President for Advancement, regardless of the cash value of the gift. If acceptable to the President, a gift of \$5,000,000 or more associated with this type of naming will be recommended by the President to the Board of Regents for final approval.
- H. 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 and Vice President for Academic Affairs, the Dean of the respective school or college and the Vice President for Advancement, prior to being submitted to the Board of Regents for final approval.

- I. 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 Advancement. If the cash value of the gift equals \$5,000,000 or more, the Board of Regents must provide final approval of an academic position naming. A gift-related naming will consider the value and visibility of the position and will be based on a minimum donation of \$1,500,000 for endowed chairs, \$500,000 for endowed professorships and \$250,000 for endowed faculty fellowships. For corporate academic namings involving a sponsorship agreement, the naming of academic positions must be presented to the Board of Regents for final approval if the value of the agreement is \$1,000,000 or more.
- J. Graduate Fellowships: Graduate Fellowships must be approved by the President upon recommendation of the Dean of the respective school or college and the Vice President for Advancement. When the cash value of the gift equals \$5,000,000 or more, the Board of Regents must provide final approval of a named graduate fellowship. Graduate fellowships will be based on a minimum donation of \$100,000.
- K. Endowments: Named endowed scholarships, or other named endowments, must be approved by the President upon recommendation of the Dean of the respective school or college and the Vice President for Advancement. Named endowments will be based on a minimum donation of \$25,000.
- L. Miscellaneous Naming Opportunities: Naming opportunities that are not otherwise set forth in this policy must be approved by the President and Vice President for Advancement, regardless of the cash value of the gift. If the value of the naming is equal to or more than \$1,000,000 or the gift associated with the naming is \$5,000,000 or more, the Board of Regents must provide final approval the naming.

III. Guidelines.

- A. Relationship: A gift-related naming opportunity requires that the gift amount must be reasonably related to the facility, place, position or item being named, as approved by the President upon recommendation of the Vice President for Advancement.
- B. 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. In all other circumstances where current value is required to be determined under this policy, the determination shall be made by the institution through the Associate Vice President of Facilities.
- C. 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 has received at least 33% of any gift related to the naming

with the remainder to be received within five years. Irrevocable planned gifts will proceed as cash received. Revocable planned gifts will not receive recognition or naming rights until the gift is realized.

- D. 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 Division of 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.
- E. Duration of a Naming: A naming in recognition of a gift shall be for the life of the building, other facility, program or endowment, or item being named unless otherwise agreed to in the gift agreement.
- F. Corporate Namings: A corporate naming must be in accordance with the Regents Rules and the requirements of Texas Education Code §51.923 and this policy. A corporate naming shall be for a specific period of time as outlined in the sponsorship agreement.
- G. 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 approved by the President and the Vice President for Advancement. The President shall be responsible for obtaining required approvals related to namings. The President may delegate responsibilities to the Vice President for Advancement for coordination of fundraising and development campaign efforts to secure gifts related to naming opportunities.
- H. Delegation of Authority: The President delegates the Vice President for Advancement the authority to review and recommend for approval all gift-related naming opportunities of \$1,000,000 or more prior to the solicitation of any prospective donor. No commitment regarding naming for such gifts shall be made to a donor or honoree prior to the appropriate approvals. Proposals shall be made in writing in accordance with the requirements of this policy and reviewed by the Vice President for Advancement before being presented to a donor. A gift agreement stating the terms of the gift-related naming must be created by the Division of Advancement, signed by both the donor and approved representatives of the institution, and the appropriate UNT Foundation representative, when applicable. The proposal and gift agreement shall be maintained by the Division of Advancement in accordance with the Records Retention Policy.

IV. Exceptions. The President reserves the power 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. For namings requiring the approval of the Board of Regents, the Board must approve any exception regarding such naming opportunities.

References and Cross-References.

Regents Rules 09.200: Naming Opportunities
Texas Education Code §51.923
UNT Policy 09.002, Fundraising and Private Support

Forms and Tools.

All gift agreements and naming memos will be generated by the Division of Advancement for appropriate approvals.

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