

Advancement | UCF Foundation, Inc.

Naming Opportunities Policy

Policy# 2.00

Effective Date: 09/28/17

Responsible Department: Administration

1. **PURPOSE**

University Central Florida Foundation, Inc. (Advancement) seeks to appropriately recognize donors for their philanthropy by providing naming opportunities at the University of Central Florida (University). The Florida Board of Governors (BOG) delegated approval authority of naming certain facilities to the University Board of Trustees (BOT or Board of Trustees) in BOG Policy 9.005, as further outlined in this policy, and BOT has delegated the responsibility for donor recognition to the Foundation in BOT Policy 2-2.06.1.

This policy establishes minimum guidelines and processes for naming opportunities to provide guidance to prospective donors, as well as Advancement and University staff about the size and structure of gifts for particular opportunities, promote consistency in naming levels, provide guidance on the approval process, and ensure donor intent and University purposes are clearly detailed.

2. **APPLICABILITY**

All philanthropic naming opportunities for the University, including, but not limited to naming opportunities for facilities, features, general campus areas, colleges, schools, programs, departments, institutes, academic centers, fellowships, professorships, academic positions, together with all named endowed funds.

3. **POLICY**

- A. Proposals for Naming. All solicitation approvals and policies will be followed. Prior to any naming discussions with a donor, a proposal will be submitted to the Vice President for Advancement and Chief Executive Officer. The Vice President for Advancement and Chief Executive Officer will be responsible for coordinating and obtaining all other approvals, as more particularly set forth in this policy.
- B. Vetting. Any potential name will be thoroughly investigated by the Gift Acceptance Committee (GAC) and presented to the Vice President for Advancement and Chief Executive Officer for approval by the President.

C. Buildings and Exterior Physical Facilities. The naming of any external facilities or features as the result of a private gift must be approved by the following:

- i. the Vice President for Advancement and Chief Executive Officer;
- ii. the Vice President for Administration and Finance;
- iii. the President of the University; and
- iv. the University Board of Trustees, as a noticed non-consent agenda item.

Naming opportunities in this section will generally require a minimum donation of one-third of the construction or renovation cost when a new building is being constructed or renovated.

D. Interior Rooms or Interior Portion of a Facility. The naming of any portion of a facility (e.g. a classroom or auditorium), as a result of private gift, must be approved by the following:

- i. the Vice President for Advancement and Chief Executive Officer;
- ii. the Vice President for Administration and Finance; and
- iii. the President of the University.

For the construction or renovation of interior rooms or an interior portion of a facility such as classrooms or auditorium, the suggested minimum donation will be one-third of the construction cost.

E. Schools, Departments, Etc. For the naming of University colleges, schools, departments, institutes, and academic centers or programs as a result of a private gift, the naming agreements must be approved by the following:

- i. the Vice President for Administration and Finance;
- ii. the Vice President for Advancement and Chief Executive Officer;
- iii. the Provost;
- iv. the President of the University; and
- v. the University Board of Trustees.

An establishment of an academic center or institute also requires approval from the Provost or his/her designee, and if it is a state-wide center or institution or state funding is used, the Board of Governors.

F. Naming Schedule. The Vice President for Advancement and Chief Executive Officer, together with Vice President for Administration and Finance, may establish a schedule of requisite amounts or naming opportunities for planned or existing buildings, existing exterior physical facilities, existing interior rooms or portion of Facility, or existing schools, departments, etc. In the event such a schedule has been established and the proposed amount is within the schedule, it shall be presumed that all internal approvals have been obtained and the only approval necessary will be that which is set forth in Section 3B Vetting.

- G. Deviations from Recommended Levels for Naming. Recommended minimum amounts may be deviated from upon approval by the Vice President for Advancement and Chief Executive Officer, after consultation with the President of the University. Potential consideration for deviating from the minimum level would include possible revenue streams, overall donor history or special circumstances surrounding the project or gift.
- H. Term for Naming of Facilities, Features, General Campus Areas, Schools, Departments, etc. Unless endowed, naming rights for those facilities, features, general campus area, Schools, Departments, etc., as more particularly set forth in Sections C-E of this policy, will not last in perpetuity; rather it is restricted to the life of the associated opportunity for which it was named (e.g. building, classroom, department, etc.). Naming offered for an endowed gift will be named in perpetuity, although recognition may be transferred should the building be razed, removed or demolished, or if there is the opportunity to rename.

Opportunities may be renamed, subject to the specific terms and conditions set forth in any applicable gift agreement, if one of the following occurs:

- i. the facility's useful life expires;
- ii. the facility must be substantially replaced or renovated to remain useful;
- iii. the use of the area is re-designated;
- iv. any agreed upon term limit for a naming that may be set forth in a gift agreement expires; or
- v. the building, facility or area is destroyed by fire or an act of God.

When an opportunity may be renamed due to one of the above, Advancement will use its best efforts to reach out to the donor(s) or heir(s) to offer the opportunity to enter into a new gift agreement for the new renaming, subject to the requirements set forth in this policy.

- I. Gift Agreement. Upon acceptance of a proposal, the donor will sign a gift agreement, which details the amount of the gift, the schedule of payment, the proposed name of the building, physical space, college, school or endowment fund, together with a statement that the University reserves the right to remove the name of a donor in accordance with the Removal of Name section of this policy. The gift agreement must also note that the Board of Trustees may have ultimate approval rights. The gift agreement will be reviewed by Advancement's Legal Counsel.
- J. Recommendation from Board of Directors. For any naming requiring Board of Trustees approval, the naming will first be presented to the University of Central Florida Foundation, Inc. Board of Directors for recommendation to transmit to the Board of Trustees.
- K. Payment of Pledge. Receipt of a minimum of fifty percent (50%) of the donor's total gift pledged is typically required prior to the placement of any signs or any naming acknowledgement. This requirement may be waived by the Vice President for Advancement and Chief Executive Officer.

- L. Administrative Naming. Occasionally the University may wish to recognize or commemorate individuals who have had significant impact on the University in some manner.

An administrative naming must be approved by the Vice President for Advancement and Chief Executive Officer, together with the President of the University, as well as the Board of Trustees. Honorary naming of University facility is not allowed for any active board member or employee of the Board of Governors or any active employee, student or trustee of the University. Except as expressly permitted in Florida Statutes 267.062, no state building, road, bridge, park, recreational complex or other similar facility will be named for any living person.

- M. Removal of Names. The University reserves the right to remove a donor's name under the following circumstances:

- i. In the event the donor fails to fulfill his or her full pledge to the University;
- ii. The donor or honoree is found guilty of or pleads No Contest to any criminal or civil violation;
- iii. The donor or honoree enters into a settlement agreement with any government or authority to avoid prosecution; or
- iv. By majority vote of the Board of Trustees if the donor or honoree has engaged in conduct that may tarnish the reputation or goodwill of the University, does not promote the University in its best light or fails to adhere to the University's goals or mission statement.

4. **CLARIFICATION**

Requests for clarification of this policy should be sent to the Senior Associate Vice President for Advancement.

Certified as approved by the Executive Committee of the Foundation Board of Directors on September 28, 2017.



Name: Michael J. Morsberget

Title: Vice President Advancement and Chief Executive Officer

Revision history:

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