

# UNIVERSITY OF GEORGIA PROCEDURES & GUIDELINES ON NAMING OPPORTUNITIES

## PROCEDURES

Each naming opportunity category on the University of Georgia campus follows unique procedural steps for approvals at the institutional level.

At such time when it may be appropriate to name a campus college, school or place (i.e.; academic units, whole or portions of buildings/facilities, streets, plazas, etc.) for a donor or other individual to recognize a philanthropic contribution or other outstanding service to the University of Georgia, the Office of Development shall be notified. Likewise, the Office of Development shall be notified if any name removal is proposed. The notification also should include a profile of the donor(s), if any, and those being honored if not the donor(s), the area of interest with any proposed stipulations, and information about how the gift, if any, will be paid.

After review by the Office of Development, the information will be forwarded to the Vice President for Development and Alumni Relations. The Vice President for Development and Alumni Relations will discuss the potential place naming or removal of a name with appropriate University officials, including the President and the Provost, and submit it for approval by the University Cabinet.

After internal approvals, the President will submit the proposed naming or a removal of a name of a place (i.e. building/facility, street, etc.) to the University System of Georgia chief administrative officer, who will then submit the proposed naming for integrated review and, in conjunction with the Chancellor, submit the request to the Board of Regents for action. The naming or removal of a name of a portion of a facility does not require approval of the Board of Regents. Board of Regent approval is also not required for interior namings.

If the related gift is accepted and managed outside of the University, the Board of Trustees of the managing entity will be notified of the naming upon written commitment by the donor(s) and approval of the Board of Regents (if required).

Once a naming is approved by the Cabinet and the Board of Regents (if required), it is customary to have a ceremony or event announcing and celebrating such naming. Such recognition ceremonies or events are of institutional and Board of Regents interest and must be handled in an appropriate manner. Notice must be given to the Vice President for Development and Alumni Affairs before any such recognition event is scheduled or planned to assure institution-wide coordination. The Chancellor and the members of the Board of Regents shall be notified as early as is practicable of any planned event or ceremony recognizing a naming of a building, facility, and street or portion thereof.

## **GUIDELINES FOR NAMINGS ASSOCIATED WITH PHILANTHROPIC GIVING**

Naming a place or an academic unit is a significant fundraising opportunity. The University of Georgia shall make every effort to maximize the potential of fundraising in association with any naming. Namings authorized without associated philanthropy shall be the exception.

In order for a naming to be based upon a contribution, the gift will comply with the following guidelines:

1. The gift must be in irrevocable form to be paid within a five-year period and based upon a signed pledge commitment.
2. Where possible, namings should be associated with endowment gifts; if a gift is to construct a facility, it is the policy of the University of Georgia to seek at least a portion of the gift for endowment to support the facility or academic programs associated with the facility.
3. Generally, deferred gifts such as life insurance and bequests are not to be used for current naming opportunities. Representatives of the University of Georgia should discuss with the interested donor(s) about the possible naming opportunities that may be available when the gift is actually received. No request for a naming should be made based on a deferred gift.
4. In cases where a gift is paid over a period of time, no naming request should be presented until such time as at least half of the total gift has been received by the University of Georgia.

“Outstanding service” and “philanthropic giving” are intended, to a certain extent, to be flexible standards. Each naming situation must be judged on its merits after taking into account the facts that are relevant to the person or entity being honored. The President of the University of Georgia shall ensure that the proposed naming is consistent with the interest(s) of the University of Georgia and the University System of Georgia.

### **Contribution Guidelines for Buildings, Facilities, Programs, Centers, etc.**

The following gift amounts are suggested to establish a naming opportunity for buildings, facilities, colleges, schools, units, departments, institutes, centers, and more:

<b><u>To name a:</u></b>	<b><u>Suggested Gift Amount:</u></b>
Building	
New	At least one-third the cost but determined according to scale.
Existing	At least one-third of the private fund-raising goal.
College/School/Unit	\$10,000,000-20,000,000 (At least $\frac{3}{4}$ of the endowment must be unrestricted to ensure flexibility for the overall enhancement of the college, school, or unit.)

Department/Center/Institute	\$2,000,000-10,000,000 (At least $\frac{3}{4}$ of the endowment must be unrestricted to ensure flexibility for the overall enhancement of the academic department, center, or institute.)
Streets	\$1,000,000
Lecture Halls/Concert Halls/Auditoria	
New	At least one-third the cost but determined according to scale.
Existing	\$100,000 minimum but determined according to scale.
Classrooms/Conference Rooms/ Seminar Rooms/Study Rooms	\$10,000

Signage for Named Buildings, Facilities, Programs, Centers, etc.

At such time after a naming has been approved, appropriate signage recognizing such naming shall be put in place. Such signage shall be consistent with the master plan for the University of Georgia and Board of Regents policy. No signage shall be approved, and /or erected that is in contravention of Board of Regents policy. Any proposed signage should comply with the campus [Uniform Sign Design Policy](#).

Additional information on the Naming Policy for Place Naming, Interior Naming and Functional Naming at the University of Georgia, as well as Forms/Instructions, can be found [here](#).