

10.2.1 Place Naming - Financial Commitment Minimums

The purpose of this section is to establish general policy guidance for suggested minimum financial commitment contribution amounts needed for naming opportunities of, but not limited to, buildings, facilities, colleges and schools.

All naming opportunities need to be preapproved by the Naming Committee, see Naming Policy 10.2.

Contribution amounts are dependent upon the size and prominence of the space and whether the space is already established or newly constructed.

The following suggested contribution minimums are as of June 2015 and are subject to change.

Buildings: At least one-third (1/3) of private fundraising goal, but determined according to scale.

College/School/Unit Institute: \$10,000,000

Academic Programs: \$500,000

Including, but not limited to, centers, institutes and research programs.

Outdoor Space: \$100,000

Including, but not limited to, parks, terraces, plazas, or portions thereof.

Auditoriums, Laboratories, Lobby, Large Classrooms: \$50,000

Classrooms, Conference Rooms, Study Rooms: \$25,000

See Naming of Places policy 10.2 for Philanthropic Financial Commitment Guidelines.
