

Named Space Policy

Purpose

This policy sets forth the criteria and procedures for the commemorative naming and renaming of physical spaces on the campus of the University of the South.

Definitions

For the purpose of this policy, the term “facility” refers to buildings, interior spaces (e.g. classrooms, offices, laboratories, lecture halls, etc.), and exterior spaces (e.g. sports fields, gardens, trails, plazas, outdoor classrooms, etc.).

Naming opportunities may include:

- 1) new facilities to be constructed or acquired;
- 2) existing facilities that are undergoing renovations;
- 3) existing facilities that are not undergoing renovations.

Review and Approval Process

Upon receipt of a signed Named Space Agreement for a facility or space to be named on campus, the Office of Advancement will prepare a naming recommendation which will be submitted to the Executive Director of Marketing and Communications and the Provost for approval. If the gift exceeds \$1 million the approval of the Board of Regents will also be required. Once approved, the recommendation will be presented to the Donor for final approval.

Policies

I. The Name

- A facility may be named for an individual, family, group, or organization who makes at least an outright gift at the minimum threshold level for naming the proposed space.
- In rare cases, a facility may be named without a gift in order to honor an individual who has attained achievements of exemplary distinction in his/her field or made especially significant contributions to the University. Such honorary naming for individuals who have served the College in an academic or administrative capacity shall not be made until the individual has been retired or deceased a minimum of five years.

II. The Contribution

The level of contribution required to name a facility will vary depending on the cost of the project. The purpose, size, location on campus, etc. will play a factor in the cost associated with naming opportunities.

- In all cases, a Statement of Financial Commitment must be signed in order to reserve the named space. The Statement of Financial Commitment should clearly define the pledge term, typically no longer than five years. The timing of the pledge payments should be such that sufficient current dollars are available to cover project costs.
- In all cases, a Named Space Agreement must be completed and signed. This document explains the term and conditions of naming a space and should be shared with the Donor at the time the commitment is made.

- Unless otherwise approved by the University, including, for gifts over \$1 million, the Board of Regents, full payment of the pledge is required upon completion (or pledge due date) of the named space and prior to signage and the official dedication of the facility.

III. The Naming Period

The duration or term of a Donor's or Honoree's name on any facility will continue as long as the facility is used in the same physical condition and for the same purpose for which the naming occurred, and in any case no longer than the useful life of the facility, as determined by the University.

- In the event the space is closed, deconstructed, renovated, severely damaged, destroyed, demolished, or otherwise relocated, repurposed or replaced, the University may deem the naming period has concluded subject to the specific terms and conditions set forth in the Named Space Agreement.
- In the case where the University deems the naming period for the facility has concluded, an appropriate University representative will make all reasonable efforts to inform in advance the original benefactors/ honorees or their surviving family members. In certain cases and as approved by the University, the heirs of the previous naming Donor will have the opportunity to provide a renaming gift.
- In the case of corporate naming gifts, the University may recommend a predetermined, fixed naming term. Such an agreement with the Donor may specify that, at the end of the term, the name of the facility shall expire but may be renewed with the same or a new name. The Named Space Agreement should clearly specify the period of time for which the facility will be named.

IV. Change of Facility Name by Donor

- If a Donor or Honoree wishes to change the name of the facility (e.g. due to divorce, in order to honor another individual, etc.), the University will consider the request. If approved, all replacement signage and other related costs (maps, letterhead, etc.) will be borne solely by the Donor or Honoree.

V. Revocation or Modification of Facility Name by University

- The University reserves the right, on reasonable grounds, to revoke or modify the facility name and to terminate its obligations regarding naming with no financial responsibility for returning any received contributions to the Donor. Those grounds include:
 - 1) conduct by the Donor or Honoree that may dishonor the values or standards of the University of the South or may otherwise be contrary to the benefit of the institution;
 - 2) failure on the part of the Donor to fulfill the naming pledge obligation.

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