

09.200 Naming Opportunities

09.201 Purpose. Naming opportunities exist to recognize the dedication, accomplishment, or generosity of extraordinary individuals and entities whose support is valuable to the mission and programs of the System, the System Administration, and the Institutions. By these Regents Rules, the Board of Regents establishes consistent definitions, minimum standards, and general procedures to guide staff and donors in discussing naming opportunities.

09.202 Categories of Naming.

1. Gift-Related Naming. A gift-related naming occurs when a donor makes a tax deductible contribution to the System, the System Administration, or an Institution and is recognized by a naming.
2. 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 System, the System Administration, and the Institutions, have an established relationship with the System, the System Administration, or an Institution, and have contributed measurably to the good of society. The process by which an individual is considered for an honorific naming shall be established by the Chancellor and the Presidents. Board approval is required for all honorific namings.

09.203 Naming Opportunities and Necessary Approvals.

1. 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. A gift-related naming will consider the value, visibility, improvements, and marketability

of the location and will be based on a minimum donation valued between 33% and 50% of the original construction, renovation, or current value of the property.

2. Areas within Buildings and Other Major Facilities. Naming of areas within buildings and other major facilities such as, but not limited to, atriums, specific rooms, lecture halls, laboratories, and workshops, must be approved by the Board when the gift associated with the naming is \$5,000,000 or more. A gift-related naming will consider the value, visibility, improvements, and marketability of the location and will be based on a minimum donation valued between 33% and 50% of the original construction, renovation, or current value of the property.
3. Grounds, Outdoor Renovations, Gardens, Trees, and Benches. Naming of grounds, outdoor renovations, gardens, trees, and benches must be approved by the Board when the gift associated with the naming is \$5,000,000 or more. A gift-related naming will consider the value, visibility, improvements, and marketability of the location and will be based on a minimum donation valued between 33% and 50% of the original construction, renovation, or current value of the property.
4. Streets. The naming of all streets located on the campus of an Institution or on a property owned by the System must be approved by the Board. The naming of a street is a rare occurrence for which there is not an established gift requirement.
5. Real Property. Naming of real property must be approved by the Board. Real property given to the System, the System Administration, or an Institution may be named in consideration of the gift of the donor's entire interest in the property.
6. Programs, Institutes, Centers, and Other Organizations. Naming of programs, institutes, centers, and other entities must be approved by the Board if the cash value of the related gift is \$5,000,000 or more.

7. Colleges and Schools. Naming of colleges and schools must be approved by the Board.
8. Academic Positions. Naming of academic positions must be approved by the Board if the cash value of the related gift is \$5,000,000 or more.
9. Miscellaneous Naming Opportunities. Naming opportunities that are not otherwise set forth in this Regents Rule must be approved by the Board if the cash value of the related gift is \$5,000,000 or more.

09.204 General Provisions.

1. Reciprocity. A gift-related naming opportunity requires that the gift amount must be reasonably related to the facility, place, position, or item being named.
2. Policy Requirements. The System Administration and each Institution shall adopt policies and procedures that are consistent with these Regents Rules, including such detailed guidelines, minimum standards, and deliberative processes regarding naming opportunities as are appropriate for the System Administration or the Institution.
3. Determination of Current Value. For the purposes of these Regents Rules, the current value of buildings and other major facilities and of donated real property shall be determined by the System. In all other circumstances, current value shall be determined under these Regents Rules by the System Administration for naming opportunities related to the System Administration or the System and by each Institution for naming opportunities related to the Institutions.
4. Donor Recognition. The designation of a name shall not be publicly announced until final approval has been obtained as required under these Regents Rules and applicable System Administration and Institution policies. Further, a donor shall not be publicly recognized in regard to a naming until the

System, the System Administration, or the Institution has received at least 25% of any gift related to the naming.

5. Gifts of Monies, Securities, Real Estate, Personal Property, and Other Types of Gifts. 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 System, the System Administration, or an Institution to accept or reject the gift. In all other circumstances, the Board delegates to the Chancellor on behalf of the System Administration and the System and to the President of each Institution the power to allow various types of gift arrangements other than monies, securities, real estate, and personal property to be gifted in consideration of a naming. 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 property.
6. 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.
7. Corporate Namings. A corporate naming must be in accordance with these Regents Rules and the requirements of Texas Education Code § 51.923.
8. 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 coordinated with the Chancellor for the System Administration and the System and with the President for each Institution. The Chancellor for the System Administration and the System and the President for each Institution shall be responsible for obtaining required approval related to namings. The Chancellor and the Presidents may delegate

responsibilities for coordination of fundraising and development campaign efforts to secure gifts related to naming opportunities.

9. Delegation. The Chancellor and the Institution Presidents may approve namings that do not require Board approval.

09.205 Exceptions.

1. When in the best interest of the System, the System Administration, or an Institution, the Board reserves the power to grant namings at its discretion and grant exceptions to System, System Administration, or Institution policies regarding naming opportunities.
2. The Board delegates to the Chancellor for the System and the System Administration and to the Presidents for their respective Institutions the authority to grant exceptions to policies regarding namings when Board approval is not otherwise required and the exception is in the best interest of the System, the System Administration, or an Institution.

Adopted: November 15, 2007
Effective: November 15, 2007
Revised: