



## **Naming Opportunity Policies and Procedures**

### **I. Summary**

This policy outlines our procedures and regulations regarding the naming of campus buildings and grounds, facility amenities, programs, etc. This policy applies to all donor-naming opportunities, regardless of whether a donor is an individual, foundation, or corporation.

### **II. Types of Naming Opportunities**

#### **A. Physical Entity:**

1. Buildings and other major facilities, discrete components of buildings (wings, foyers, activity rooms, classrooms, studios, offices, conference rooms, etc.), social enterprises, and athletic facilities.
2. Campus grounds, outdoor renovations, gardens, trees, fountains, benches, picnic tables, walkways, parking facilities, and other real property.

#### **B. Non-Physical Entity:**

1. Programs and clubs.
2. Awards, prizes, and honors.

### **III. General Terms**

- A. Naming of an organization asset or entity must be made in accordance with this policy and related procedures.
- B. A signed Gift Agreement is required for the establishment of all named entities.
- C. The donor may select the name attached to the entity being funded, so long as the criteria set forth in this policy are met, and approval is granted. The organization maintains the right to reject any name it deems unsuitable. Factors that may be considered by the organization in determining the appropriateness of a name include:

1. Consistency with the mission, vision, reputation, and values of the organization.
  2. Whether a name may imply the organization's endorsement of a political or ideological position or the use of a particular product or service.
  3. Potential conflict of interest.
- D. Naming gifts do not confer the right to the donor to determine the use of the named entity (e.g., the purpose or use of the named space, specific beneficiary of the fund, program curricula, and/or research outcomes).
- E. The donor may not dictate the design of the named entity, including all fixtures and fittings. Invictus Forever maintains the right to determine the manner in which a name is displayed, and therefore, the donor may not mandate how the naming is presented in terms of size, color, material, layout, position, overall design, etc.
- F. The naming of an entity does not entitle the donor to any special privileges in relation to the entity (e.g., disrupting programming to insist upon personal use).
- G. The donor must adhere to the payment schedule agreed upon in the Gift Agreement. Failure to do so will result in the revocation of the naming right and the removal of signage. If such an event occurs, the donor will not be issued any refunds for payments already made toward the naming.
- H. A named entity may not be announced by Invictus Forever or the donor prior to final approval as required by this policy.

#### **IV. Naming Approval and Donor Recognition**

- A. The Board of Directors and/or its designated Subcommittee manages the naming approval process.
- B. Name approval may not be granted until the proposed name is known. If the donor does not wish to select the name to be applied when the gift is made, the organization may accept the gift, with the name determined later, subject to the terms of approval outlined in this policy.
- C. Our organization places great value on recognizing and showing appreciation to donors for their generosity. Therefore, in addition to providing naming rights for eligible gifts, other methods of recognition may be applied, such as those outlined below. It is highly important that recognition be equitable and consistent based on gift type, amount, and designation, and that it adheres to established organization standards.

D. Physical Recognition:

1. Gifts to name a physical entity such as a building, classroom, or residence will typically be recognized via signage, plaques, displays, or other physical installations.
2. The nature and attributes of the physical recognition will be: commensurate to the level and type of gift; designed in accordance with organization standards; and aligned with the features of the intended placement location.
3. Physical donor recognition items may not be installed until the terms outlined in this policy have been met.

E. Other Recognition:

1. Naming gift donors may also be recognized via other means (e.g., events, publications, and media announcements), corresponding with the type, amount, and purpose of the gift.

*Please note that installation of signs and recognition for named entities will only take place upon receipt of a fully executed Gift Agreement and a contribution that equals or exceeds 20 percent of the pledged amount. In the event that 100 percent of the pledge is not fulfilled by the agreed upon pledge period, Invictus Forever will issue no refunds and signage will be removed.*

## **V. Duration of Naming**

- A. Naming is generally granted for the useful life of the entity unless otherwise specified in the Gift Agreement (and subject to the terms of revocation as set forth in this policy).
- B. For current-use gifts, naming terms, including duration, shall be set forth in writing by the organization and donor.
- C. If circumstances change so that the purpose for which the named entity was established is or needs to be significantly altered, is no longer needed/ceases to exist, or if a physical entity is replaced, significantly renovated or no longer habitable, the organization will consult with the donor if possible, or the donor's estate, if practicable, to determine an appropriate way to recognize the original naming gift.

## **VI. Revocation of Naming**

- A. The organization may revoke a naming if any of the following conditions occurs:

1. The pledge obligation is unfulfilled and/or written off (if partial funding was received that is sufficient for an alternative naming opportunity, the terms of this policy shall govern any renegotiation for a suitable naming).
  2. The organization determines that its association with the donor will materially damage the reputation of the organization.
  3. A change in family or organizational circumstances causes the donor or other affected individual(s)/organization(s) to request a name change or revocation.
- B. Revocation decisions shall be made by the President based on the recommendation of the Board of Directors.
- C. The organization shall make all reasonable efforts to inform the original donor or the donor's heirs/designees in advance of any revocation or change.

## **VII. Special Circumstances and Exceptions**

Any special circumstances or requests for exceptions must be referred to the President, who will determine the course of action, which may include consultation with the Board of Directors.