1. PURPOSE

This document prescribes the University of Houston System policy and procedure for naming opportunities (buildings, classrooms, scholarships, programs, etc.) in accordance with Board policy 32.02.

2. POLICY

2.1. Naming opportunities are normally used to recognize a donor’s generosity to the System or one of its component universities. Naming opportunities may also be used to recognize an individual or other entity based on distinguished leadership and/or service to the System or one of its component universities.

2.2. All naming opportunities must reflect favorably on, and bring honor to, the System.

2.3. In accordance with Board policy 32.02, the Board must approve the naming of a building (new, existing, or expanded), college, school, program, institute, or center. The Board must also approve removing a name from a building, college, school, program, institute or center.

2.4. The Chancellor, or his or her designee, must approve all other naming opportunities (e.g. facilities within buildings, chairs, scholarships, etc.) and removal of names. All naming opportunities must be coordinated by development officers through the System Office of StewardshipGift Compliance.

2.5. Facilities Planning & Construction must be notified and involved as appropriate and in accordance with SAM 01.B.07 - Facilities Acquisition, Construction, or Renovation).

2.6. Following are suggested minimum gift levels for common naming opportunities. Specific amounts for colleges, schools, programs, and new buildings shall not be discussed with donors without first coordinating with the Office of the Vice Chancellor for University AdvancementNaming Opportunities Committee Chair.

   a. College: Minimum gift range of $10 million to $25 million.
b. **School:** Minimum gift range of five million to $15 million.

c. **Program, Center or Institute:** Minimum gift range of three million to five million.

d. **Endowed Chairs (UH):** Minimum gift of one million.

e. **Endowed Chairs (UHCL, UHD, UHV):** Minimum gift range of $500,000 to one million.

f. **Endowed Professorship (UH):** Minimum gift of $500,000.

g. **Endowed College Professorship (UH):** Minimum gift of $250,000.

h. **Endowed Professorship (UHCL, UHD, UHV):** Minimum gift of $250,000.

i. **Other Academic Appointments:** Minimum gift range of $100,000 to $250,000.

j. **University Scholars Endowed Scholarship at UH:** Minimum gift of $100,000.

k. **Graduate Student Fellowship:** Minimum gift of $50,000.

l. **Presidential Endowed Scholarship at UH:** Minimum gift of $50,000.

m. **Scholarship Endowments (UH):** Minimum gift of $25,000.

n. **Scholarship Endowments (UHCL, UHD, UHV):** Minimum gift of $10,000.

o. **All Other Named Endowments at UH (other than fellowships or scholarships):** Minimum gift of $25,000.

p. **All Other Named Endowments at UHCL, UHD and UHV (other than fellowships or scholarships):** Minimum gift of $10,000.

q. **Library Materials Support:** Minimum gift of $10,000.

r. **Operating Scholarship Gifts:** Minimum gift of $1,000.

s. **Building or Major Facility:** Minimum gift range equal to one-third to one-half the cost of the project or the replacement cost of an existing building.

a. **Other Facilities (other than a, b, and s above):** Minimum gift. Gifts of new facilities must equal to one-third to one-half the full approximate cost of a new facility or the estimated replacement cost of an existing facility. Generally, facilities will not be named in honor of a donor in return for a deferred gift commitment or in-kind gift.
ub. **Landscaping (including external memorials and plaques):** A minimum gift equal to the approximate cost of the project ($10K minimum for external signage), and a one-time payment to an Endowment Landscaping Maintenance Fund totaling 10% of the total project cost. All landscaping related to naming opportunities must be approved by University Advancement.

2.7. A maintenance endowment fund should be considered when discussing gift levels for buildings and other facilities.

2.8. Gifts should be paid in full prior to the official naming opportunity taking effect.

2.9. All named endowments must follow appropriate policy and procedure for establishing endowments according to System Administrative Memorandum 03.F.02 - Endowment Management.

2.10. Naming opportunities normally should be recommended as each situation occurs. Gift levels for naming opportunities associated with a specific campaign (i.e., brick campaign, rooms within a new or renovated building, etc.) must be recommended for approval at the start of such efforts.

2.11. Naming opportunities shall not be established through gifts in-kind.

3. **PROCEDURES FOR NAMING OPPORTUNITIES**

3.1. All individual and campaign-related naming opportunities should be planned and coordinated through the System Office of Stewardship Gift Compliance.

3.2. The development officer assigned to a department or program wishing to establish a naming opportunity has primary responsibility for originating the request. If there is no assigned development officer, the chief development officer at the benefiting component university has primary responsibility.

3.3. The responsible development officer submits the naming opportunity request [http://www.uasys.e.uh.edu/forms.html](http://www.uasys.e.uh.edu/forms.html) [https://uainternet.e.uh.edu/forms/stewardship/naming-agreement/index.php](https://uainternet.e.uh.edu/forms/stewardship/naming-agreement/index.php) to the System Office of Stewardship Gift Compliance.

3.4. The System Office of Stewardship Gift Compliance is responsible for confirming the component university’s interest and the feasibility of the naming agreement, drafting the agreement, assisting the development officer with cultivation and solicitation activities as needed, facilitating Board of Regents approval if required, producing the final documents and getting the required signatures.

3.5. The System Office of Stewardship Gift Compliance is responsible for timely implementation of the naming agreement terms and retaining appropriate records.
4. REVIEW AND RESPONSIBILITY

Responsible Party: Associate Vice Chancellor for University Advancement

Review: Every three years, on or before December 1

5. APPROVAL

Approved: Michael Rierson  
Vice Chancellor for University Advancement

Renu Khator  
Chancellor

Date: May 27, 2010

REVISION LOG

<table>
<thead>
<tr>
<th>Revision Number</th>
<th>Approval Date</th>
<th>Description of Changes</th>
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<tbody>
<tr>
<td>1</td>
<td>04/14/1994</td>
<td>Initial edition (Original title: Procedure to Name a Facility, College, School, or Academic Program)</td>
</tr>
<tr>
<td>2</td>
<td>11/30/2005</td>
<td>Applied revised SAM template to meet current documentation standards. Renamed SAM to “Naming Opportunity.” Changed Board policy in Section 1 from 33.04 to 33.02, and revised opportunities to buildings, classrooms, scholarships, and programs. Revised Section 2 to reflect current policies and responsible parties for naming opportunities. Revised Section 3 to reflect current process for naming opportunities, including information on Naming Opportunity Request Form (Addendum A). Removed Section 4. Changed Institutional Advancement to University Advancement throughout text. Changed review period from even numbered years prior to May 1st to every three years on or before August 1st. Added Addendum A.</td>
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<tr>
<td>3</td>
<td>03/29/2010</td>
<td>Applied revised SAM template to meet current documentation standards. Added hyperlinks as needed. Added new Section 2.5 on using Naming Opportunity Request form (Addendum A, cited as link). Added SAM 01.B.07 to Section 2.6 on Facilities Planning and Construction involvement in donation of facilities. Changed Section 2.6.h gift range from $100,000 - $250,000 to $250,000 - $500,000. Added Section 2.6.i for University Scholars, Section 2.6.j on Presidential Endowed Scholarships, Section 2.6.q on Library Materials Support, and Section 2.6.r on Operating Scholarship Gifts. Changed Section 3.1 to System Office of Stewardship. Added information to Section 3.2 through 3.5 regarding System Office of Stewardship processes. Changed responsible party from Vice Chancellor for University Advancement to Associate Vice Chancellor for University Advancement. Changed review period from every three years on or before August 1st to every three years on or before December 1st. Removed Vice Chancellor for Administration and Finance from approval process, and added Vice Chancellor for University Advancement. Removed Section 6, Indexing Terms.</td>
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<tr>
<td>4</td>
<td>TBD</td>
<td>Applied revised SAM template and added new Revision Log. Changed System Office of Stewardship to System Office of Gift Compliance throughout text. Updated Section 2.6 to have Naming Opportunities Committee Chair notified before discussing donations with donors. Removed all subsections in Section 2.6 except gifts of new facilities and landscaping. Added Section 2.11 that naming opportunities are not established for gifts in-kind. Changed web site location for Naming Opportunity request form in Section 3.3</td>
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