

**KANSAS STATE UNIVERSITY**  
**FOUNDATION**

Title	Naming Recognition Policy	Version	3
Approved By	Development Committee	Approval Date	06/17/2022
Approved By	Kansas State University Foundation Board of Directors	Approval Date	06/17/2022
Approved By	Stephanie Froehlich (Senior Vice President of Development)	Approval Date	06/17/2022

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**Rationale**

In recognition and appreciation of their generosity, Kansas State University Foundation (“Foundation”) and Kansas State University (“University”) may seek to honor donors through naming recognition. Beyond the province of the Kansas Board of Regents (“KBOR”) whose policies govern major physical and non-physical component naming, the Foundation develops and implements local policies and procedures in collaboration with the University to ensure proper approvals, appropriate written documentation, consistency, equitability, and appropriate stewardship of these gifts. This policy does the same for minor components for which KBOR approval is not required. The ultimate goal is to promote lasting and mutually meaningful donor relationships with the University that maintain KBOR compliance.

**Applies to**

This policy applies to all naming gifts secured by the University for physical and non-physical component, programs, and facilities.

All employees of the Foundation and the University who interact with donors and prospective donors, including the University’s affiliated organizations, must adhere to this policy. This policy will be relevant to current donors and prospective donors as well as part of pertinent gift discussions, as well as institutional partners such as the President, Provost, Deans, and other University leaders who play important roles in the University’s fundraising efforts.

Other University parties impacted by this policy include the Division of Facilities, Finance, Marketing and Communications, as well as business unit managers and general University staff within offices of those parties stated previously.

## **Policy**

### **NAMING RECOGNITION AUTHORITY AND CRITERIA**

In collaboration with the designated college/unit, campus leadership and the Foundation, donors may be offered the opportunity to select the name of the physical or non-physical entity being funded by their gifts. Naming gifts do not confer the right to the donor to determine the use of the fund or the asset which carries the associated name.

Naming of a University asset or entity must be made in accordance with KBOR, University and Foundation policies. Gift commitments recognized with naming must meet all terms of the Foundation Gift Acceptance Policy.

### **APPROVAL PROCESS**

A naming must first have approval from the Foundation and the University before being submitted to KBOR for final approval. The Foundation shall verify there is no overlapping existing donor recognition and undertake thorough due diligence to avoid undesirable influence or conflicts of interest or other issues that would impact the image, reputation, mission or integrity of the Foundation or University.

New naming recognition shall not be put into use prior to obtaining the appropriate approvals. The approval process will not begin until the proposed name is known, and the associated gift commitment has been signed and received. If the donor does not wish to select the name to be applied when the gift is made, the Foundation may accept the gift with the name determined later. In such a case, the name will be subject to the terms and conditions in place with all entities at the time that approval is sought.

Capital projects with a naming recognition strategy attached must first be budgeted and approved in accordance with the Foundation's Policy and Guidelines for Approval of Capital Projects at Kansas State University.

### **1. FUNDING DETAILS**

- 1.1. In most cases, gift commitments for naming recognition should be paid in full within five years of the commitment, unless otherwise approved by Gift Acceptance Committee (GAC). At least 50% of the total gift commitment must be received before the use and any erection of associated signage of the naming begins unless otherwise approved by the Senior Vice President of Development or Foundation Chief Executive Officer (CEO).
- 1.2. Not all naming recognition opportunities are suitable for commitments funded with deferred gifts. When appropriate, for binding, irrevocable commitments, a name may go into effect before the gift is paid in full, at the discretion of the Senior Vice President of Development or Foundation CEO, in consultation with the necessary University parties. For non-binding, revocable gifts that are acquired with a naming opportunity attached, a

name will not be activated until the gift is received, provided it is still available to be named. Contingency language should be part of a gift agreement to address facilities, programs, positions or entities that may not exist in the future or may have received a current gift naming recognition prior to receiving the planned gift that intended to be recognized.

- 1.3. The Foundation reserves the right to remove naming recognition if a gift commitment is not fully funded, without reimbursement of original gift.
- 1.4. The University shall retain the right to honor individuals, corporations, and organizations with naming recognition without a financial commitment, although this may diminish potential philanthropic opportunities in the future. Note that requests for non-gift-related honorific naming must be directed to the Provost.

## **2. SIGNAGE GUIDELINES**

- 2.1. Interior and exterior signage requested to recognize donors will be managed in partnership with the University Division of Facilities and be in keeping with the campus master plan guidelines.
- 2.2. Naming recognition signage should be funded by the college or unit to which the signage applies. Additionally, long-term updating and maintenance of recognition signage, including all financial costs, is the responsibility of the University, College or Unit. Perpetual maintenance and updating shall not be delayed or abdicated due to financial capacity or discretion. In the event of inaction by the unit, the Foundation and University Division of Facilities will initiate the update or maintenance project and identify an institutional fund to cover the cost to be billed back to the responsible unit by University Central Finance.
- 2.3. Interior space signage will be located as close as possible to the funded feature, object or space.
- 2.4. Corporate or organization logos will not typically be incorporated into signage. The use of these logos can be approved by the University and Foundation on a per-case basis.

## **3. DURATION AND MODIFICATION**

- 3.1. The duration of naming recognition continues for as long as the naming recognition is used in the same manner or for the same purpose for which the naming occurred unless otherwise defined with a limited duration in the Memorandum of Understanding. Upon demolition, Act of God, replacement, substantial renovation, re-designation of purpose, or similar modification of the naming recognition, the Foundation or University may deem that the naming period has concluded. The Foundation will make all reasonable efforts to inform, in advance, the original benefactors or honorees or their surviving family members when the naming period is deemed to have concluded. The Foundation will also give the first right of refusal to the same individual(s) toward new or recreated facilities or programs where the same purpose remains.

- 3.2. The University may, but is not required to, provide for the appropriate perpetuation of the previous name when the original component is removed or modified. Perpetuation of the original name in an equivalent naming is not required. Appropriate perpetuation of previous names may include, for instance, a plaque in or adjacent to new and renovated facilities.
- 3.3. When the benefactor's or honoree's naming recognition period has concluded, the naming recognition may be renamed, with the original name removed, subject to any specific terms and conditions set forth in the original naming agreement.
- 3.4. If a donor falls into disrepute who has been offered or granted a naming recognition, the University or the Foundation reserves the right to discontinue the use of the relevant name, without reimbursement of original gift. This could include, but is not limited to, issues that would impact the image, mission or integrity of the Foundation or University. Removal of the naming recognition may be subject to approval from the University, the Foundation or KBOR.

**4. RECOMMENDED GIFT LEVELS**

Recommended gift levels for naming recognition will be determined by the Foundation using information provided by the colleges/units and the University Division of Facilities. Considerations for minimum levels include utility, visibility, location, and size. Efforts are made to maintain consistency between comparable named spaces.

**5. SPECIAL CIRCUMSTANCES AND EXCEPTIONS**

Any special circumstances or requests for exceptions must be referred to the Senior Vice President for Development or Foundation CEO, who will determine the course of action in consultation with the University President.

**6. POLICY REVIEW PROCESS**

This Policy shall be reviewed by the Foundation every two years. Major edits to the policy will be submitted to the Foundation Development Committee for approval once the University President has approved said edits. Recommended changes will then require review and approval by the Foundation Board of Directors.

**Definitions**

Term	Definition
Charitable Contribution/ Gift/Commitment/	As stated by the US Internal Revenue Service (IRS), a donation or gift to, or for the use of, a qualified organization. The gift is voluntary and is made without receiving, or expecting to receive, anything of equal value. Note:

<b>Gift Commitment</b>	KSU Foundation is qualified as a charitable organization under Section 501(c)(3) of the IRS Code.
<b>Donor</b>	An individual, foundation, non-profit organization, business/corporation, or other entity that makes a charitable contribution to the Foundation for benefit of the University.
<b>Major Component</b>	Entire buildings, wings of buildings and large sections of campus. (KBOR/Policies, By-Laws, Missions/Chapter II, Section E. 13)
<b>Minor Component</b>	Campus areas or sections of facilities such as rooms, labs, open outdoor spaces, streets, structures and physical features. (KBOR/Policies, By-Laws, Missions/Chapter II, Section E. 13)
<b>Non-Physical Naming</b>	Any time a proper noun is used to name schools, colleges, institutes, bureaus, centers or other non-physical academic units.
<b>Physical Naming</b>	Any time a proper noun is displayed on the exterior of a building, other major component, minor component, or associated signage. (KBOR/Policies, By-Laws, Missions/Chapter II, Section E 13)

### Procedures

There are no procedures applicable to this policy.

### References & Links

[Policy and Guidelines for Approval of Capital Projects at Kansas State University](#)

[Campus Facilities Policy](#)

[KSU Division of Facilities](#)

[Kansas Board of Regents Board Policy Manual \(KBOR\)](#)

### Contact

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