



Hampton University Naming Rights Policy

Purpose

This policy establishes the guidelines and procedures for naming opportunities at Hampton University. The University recognizes that naming is a significant way to:

- Acknowledge and honor extraordinary philanthropic contributions.
- Recognize individuals or entities whose achievements align with the University's mission and values.
- Enhance the University's reputation and visibility.

Governing Principles

This section outlines the governing principles for naming opportunities at Hampton University, ensuring all naming decisions uphold the institution's mission, integrity, and reputation while serving as a tool for philanthropic recognition and providing demonstrable institutional benefit in compliance with all legal and ethical standards.

PRINCIPLE	DESCRIPTION
Alignment with Mission and Values	All naming opportunities must align with Hampton University's mission, vision, and strategic goals.
Integrity and Reputation	Naming decisions will uphold the integrity and reputation of the University.
Philanthropic Significance	Naming is primarily a tool to recognize and incentivize major philanthropic support.
Institutional Benefit	The naming of a space, program, or entity must provide a demonstrable benefit to the University.
Legal and Ethical Compliance	All naming agreements and activities must comply with applicable laws and ethical standards.

Scope

This policy applies to the naming of various University assets, including but not limited to:

- Academic units (e.g., schools, colleges, departments)
- Programs (e.g., academic programs, research centers)
- Faculty positions (e.g., endowed chairs, professorships)
- Scholarships
- Buildings and facilities (e.g., libraries, classrooms, laboratories)
- Spaces within facilities (e.g., lecture halls, conference rooms)
- Other University-related entities or initiatives

Authority and Responsibilities

This section details the Authority and Responsibilities for naming opportunities at Hampton University, delineating the ultimate approval power of the Board of Trustees, the President's role in developing recommendations, and the Office of Advancement & External Engagement's responsibilities in managing the naming process and ensuring policy compliance.

ENTITY	ROLE
Board of Trustees	The Board of Trustees has the ultimate authority to approve or disapprove naming proposals, particularly those involving significant facilities or University-wide entities.
President	The President, in consultation with the appropriate University officials, develops recommendations for naming opportunities and presents them to the Board of Trustees.
Office of Advancement & External Engagement	<p>The Office of Advancement & External Engagement is responsible for:</p> <ul style="list-style-type: none">• Working with donors to establish naming agreements.• Ensuring that naming proposals comply with this policy.• Coordinating the naming process with other relevant University departments.

Criteria for Naming

This section outlines the key Criteria for Naming opportunities at Hampton University, emphasizing the importance of philanthropic support, the distinguished recognition of honorees, alignment with the University's mission and strategic goals, and the potential for inspiration and enhancement of the University's heritage.

PROCESS	DESCRIPTION
Philanthropic Support	<ul style="list-style-type: none">● The donor's past and potential future financial contributions to the University.● The amount of the gift in relation to the cost or value of what is being named.● The gift's impact on the University's strategic priorities.
Honoree Recognition	<ul style="list-style-type: none">● The outstanding achievements and contributions of an individual or organization, aligning with the University's mission and values.● The positive impact of the honoree's reputation on the University.
Alignment with University Mission	<ul style="list-style-type: none">● The degree to which the naming opportunity advances the University's academic, research, or service goals.● The consistency of the proposed naming with the University's long-term plans.
Usefulness and Inspiration	<ul style="list-style-type: none">● The degree to which the naming opportunity will inspire students, faculty, and the University community.● The enhancement of the University's heritage and reputation.

Naming Opportunity Levels

This section outlines the financial thresholds required for various naming opportunities at Hampton University, with minimum gift levels varying based on the type, visibility, and maintenance costs of the asset being named.

General Naming Minimums and Considerations

- The University establishes minimum gift levels for various naming opportunities. These minimums may vary depending on factors such as:
- The type of asset being named.
- The visibility and prominence of the asset.
- The long-term costs associated with maintaining the named entity.
- Except as otherwise provided in this policy, the minimum gift requirement for a naming opportunity at Hampton University is \$50,000 (which is the minimum level for an an endowed scholarship).
- The University reserves the right to adjust these minimum gift levels as deemed necessary.

Specific Naming Opportunity Tiers

- **Endowed Funds:** The minimum amounts necessary to establish named funds and endowment funds restricted as to purpose are subject to annual review and adjustment by the Office of Advancement & External Engagement.
- **Endowed Scholarship for Students:** A minimum balance of \$50,000 is required to create an endowed fund scholarship at Hampton University.
- **Endowed University Professorships:** A minimum of \$1 million is required to establish an endowed University Professorship.
- **Endowed Lectureship:** A minimum of \$300,000 is required to establish an endowed lectureship.
- **Naming Rights for Capital Projects:** Naming rights for new facilities require at least fifty-one percent (51%) of the total construction costs are committed and secured by the donor.
- **Naming Rights for Renovated Buildings:** Naming rights for a building requiring major renovations shall be subject to the same policy of fifty-one percent (51%) that applies to new construction.

Naming Procedures

This section details the comprehensive Naming Procedures, outlining the steps from proposal origination and internal review by the Office of Advancement & External Engagement, through necessary consultations and the President's recommendation, to final approval by the Board of Trustees, culminating in a formal gift agreement and public announcement.

PROCESS	DESCRIPTION
Proposal	<p>Naming proposals may originate from:</p> <ul style="list-style-type: none"> • Donors who express interest in naming opportunities. • University officials who identify potential naming opportunities. • Faculty, staff, or alumni who suggest individuals or entities for recognition.
Review	<p>All naming proposals will be reviewed by the Office of Advancement & External Engagement to ensure compliance with this policy and to assess the proposal's alignment with University priorities.</p>
Consultation	<p>The Office of Advancement & External Engagement will consult with relevant University stakeholders, such as:</p> <ul style="list-style-type: none"> • Academic deans or department heads (for naming related to academic programs). • Facilities management (for naming of buildings or spaces). • Legal counsel (to ensure legal compliance).
Recommendation	<p>The President will review the naming proposal and, if appropriate, make a recommendation to the Board of Trustees.</p>
Approval	<p>The Board of Trustees will review the President's recommendation and make the final decision on naming approval.</p>
Gift Agreement	<p>A formal gift agreement will be executed between the University and the donor, specifying:</p> <ul style="list-style-type: none"> • The name of the program, facility, or entity. • The purpose of the gift. • The amount and timing of the gift. • Any specific terms or conditions related to the naming. • Hampton University representative(s) authorized to endorse such agreements.
Public Announcement	<p>The University may choose to publicly announce the naming in a manner appropriate to the significance of the gift and the naming opportunity.</p>

Duration of Naming Rights

Naming rights are typically granted in perpetuity, subject to the University's right to:

- Modify or remove the name if circumstances warrant (e.g., changes in University mission, legal requirements, or significant reputational issues related to the honoree).
- Relocate the named program or activity if necessary for academic or administrative reasons.
- The University will make reasonable efforts to consult with the donor or their representatives regarding any proposed changes to naming rights.
- Naming rights are not transferable by the donor.



Unacceptable Naming

The University will not approve naming that:

- Violates any laws or University policies.
- Promotes discrimination or hatred.
- Compromises the University's academic integrity.
- Creates a conflict of interest.
- May reasonably be expected to cause damage to the reputation of the University.



Important Notice: These policies are subject to change and should not be considered a substitute for professional legal, financial, or tax advice.

Office of Advancement Contact Information

<i>Division</i>	<i>Phone</i>	<i>Email</i>
Chief Advancement Officer	757-727-5356	marc.newman@hamptonu.edu
External Engagement	757-727-5002	evelyn.graham@hamptonu.edu
Donor Relations	757-637-3129	gary.hunter@hamptonu.edu
Corporate & Foundation Relations	757-728-6177	andrea.tatum@hamptonu.edu
Advancement Services	757-727-5327	trina.locke@hamptonu.edu
Alumni Affairs, Annual Fund & Family Engagement	757-727-5717	matthew.white@hamptonu.edu
Planned Giving	757-727-5286	susan.perkins@hamptonu.edu
Grants	757-727-5356	elvin.dowlingcanady@hamptonu.edu

Policy Review

This policy shall be reviewed and updated periodically to ensure compliance with best practices and University policies.

Disclaimer

Hampton University reserves the right to modify, amend, or revoke these policies, guidelines, and procedures at its sole discretion, at any time, and without prior notice. While every effort has been made to ensure the accuracy and completeness of this document, it is intended for informational purposes only and does not constitute a contract or binding agreement. The University retains ultimate authority over all matters related to gifts, endowments, planned giving, scholarships, naming opportunities, and all other fundraising activities. Donors and prospective donors are encouraged to consult with their own legal, financial, and tax advisors regarding their charitable contributions.