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OFFICE OF ADVANCEMENT

NAMING RIGHTS

HOW-TO GUIDE

Create a lasting legacy at Hampton University by linking your name, or a cherished name, to our campus and mission through a naming gift. **Follow these steps to align your philanthropic goals with your personal legacy:**

1 Submit an Inquiry

Begin by completing the Hampton University Naming Rights Inquiry Form, available on our website, to express your interest.

2 Define Your Vision

On the form, specify the type of naming opportunity (e.g., academic unit, building, scholarship) and any honoree details.

3 Connect with Advancement

A representative from the Office of Advancement & External Engagement will contact you to discuss options and next steps.

4 Formalize Agreement

A formal gift agreement will outline the naming details, gift purpose, and terms.

5 University Approval

Final naming approval rests with the Board of Trustees, based on presidential recommendation.

6 Public Recognition

The University may choose to publicly announce the naming.

7 Important Considerations for Naming

- **Philanthropic Support:** Naming is primarily a tool to recognize and incentivize major philanthropic support.
- **Cost/Value Relation:** The amount of the gift is considered in relation to the cost or value of what is being named.
- **Capital Projects:** Naming rights for new facilities or those requiring major renovations require at least fifty-one percent (51%) of the total construction costs to be committed and secured by the donor.