

	POLICY	Motion No.	EXAF 1001-2020
	Naming Rights	Effective Date	12/15/2020
		Responsible Department	External Affairs
		Attorney Review / Date	NA

This policy provides guidance on accepting monetary or other forms of donations for the naming rights of physical structures or items owned and/or operated by the College. Additionally, it is established to assure consistency, fairness, fitting recognition, and a good value in exchange for the honor and privilege of name association with the College.

1. Naming rights opportunities, including the final donation level, will be vetted by consulting with the Pennsylvania Highlands Community College Trustees, the Pennsylvania Highlands Community College Foundation, the College President, and the Director of the Pennsylvania Highlands Community College Foundation. However, final authority for any naming rights rests with the College Board of Trustees, which reserves the right to consider any and all factors regarding the privilege of naming association with Pennsylvania Highlands Community College.
2. Individuals, families, organizations, foundations, or corporations may be honored by naming opportunities with the College. When determining if a naming right opportunity should be approved or continued, the following provisions should be considered:
 - a. The naming opportunity should enhance the reputation and prestige of the College and the donor.
 - b. The College will work with the donor to determine the best way to showcase the naming opportunity.
 - c. The College will reconsider the donation if at any time a legal impropriety or other act that brings dishonor to the College on the part of the donor or a corporate donor.
 - d. Where a building or part has been named, the College will continue to use the name so long as the building or part remains in use and serves its original function, unless otherwise stipulated at the time of gift acceptance.
 - e. A donor cannot exclude the donation and naming rights opportunity of another potential donor.
3. Naming donations/gifts should be equivalent to a substantial portion of the cost or current value of the facility or object. Cost and current value of any facility or object is determined by the College's Finance Office. While donation amounts/gifts may vary, a rule of thumb is that a substantial portion is at least 75% of the value for a twenty-year naming duration, 50% for a fifteen-year naming duration, and 25% for a ten-year naming duration. The duration of naming shall be agreed to in the naming agreement.
 - a. Examples of physical structures or objects that can be considered for naming rights include physical spaces like gymnasiums, teaching labs, classrooms, cooking and eating spaces, outdoor areas, auditoriums or

conference rooms. Additionally, naming opportunities also exist for physical objects like pavers, benches, planters, fountains, gardens, equipment, musical instruments, or artwork.

- b. Giving levels may be established as a single one-time donation or as an annual donation as determined in the agreement.
4. The College shall make decisions related to naming, not limited to the following:
- a. The right to determine content, timing, location, and frequency of any announcements associated with the gift.
 - b. All plaques or signage will be created/developed in coordination with the College Marketing Department to ensure consistent branding.
 - c. The College has the right and responsibility to determine and carry out the exact nature of any ongoing care and maintenance of the physical space or donated object.

Effective Date	Motion Number	Document Author	Description of Change
12/15/2020	EXAF 1001-2020	President	Complete Policy Revision
09/17/08	ADV 1001-2008	Advocacy Committee	Revision
11/28/06	11.28.06	Board	Revision
4/28/04	2004	Board	Initial Release