



Policy Title:	Naming Opportunities
Policy Number:	UNIV-453
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Policies Superseded:	1001; PHIL-101
Policy Management Area(s):	Philanthropy

SUMMARY:

For naming opportunities contingent on a gift made to Coastal Carolina University or a University-affiliated Foundation, the following policy on gift payments will apply unless written approval is provided by the University President or designee, and the affiliated Foundation’s governing board and/or Executive Director.

POLICY:

- I. All naming opportunities for “buildings or major portions thereof, other structures, streets and geographic areas” are subject to final approval from the Coastal Carolina University Board of Trustees (Coastal Carolina University Board of Trustees Bylaws, Article II (c)). However, for naming opportunities contingent on a gift made to Coastal Carolina University or a University-affiliated foundation, the following policy on gift payments will apply unless written approval is granted by the University President or designee, and the affiliated foundation’s governing board and/or Executive Director.
- II. Pledges for naming rights should be for a period of no longer than 10 years unless special circumstances would constitute a need for the pledge period to be longer, and only then, with written approval by the University President or designee, and the affiliated foundation’s governing board and/or Executive Director.
- III. A donor may reserve a naming opportunity when twenty-five percent of the agreed upon payment is received. The name can be posted and announced when fifty percent of the agreed upon gift amount is received. For naming opportunities that are not yet available, e.g., new construction or renovation, the name will be placed when construction or renovation is completed, provided fifty percent of the agreed upon gift amount is received.
- IV. Timely payments are expected as documented by the gift agreement until one hundred percent of the agreed upon gift amount is received. If a donor becomes delinquent in making timely payments as specified in the agreement, and the donor does not

demonstrate good faith in fulfilling his/her obligation, the University and/or affiliated foundation reserve(s) the right to remove the name and re-designate with approval from the affiliated foundation governing board and/or Executive Director, and the approval of the University Board of Trustees. Any gifts received will remain the property of Coastal Carolina University and/or the affiliated foundation. The naming right belongs solely to the University and is revocable by the University at any time if the University deems that the naming opportunity could bring embarrassment to Coastal Carolina University and/or the facility for which it is named.

- V. Naming opportunities for a gift given by an individual or family may be lifetime and/or permanent naming opportunities with approval of the University President and the University Board of Trustees. Corporate naming opportunities shall be for a period of up to twenty years with approval of the University President and the University Board of Trustees.

VI. PROCEDURE FOR DEALING WITH DELINQUENT PAYMENTS

- A. If a donor is three months late on his/her pledge, the University-affiliated foundation will send a reminder notice.
- B. Should the payment become six months late, the responsible development officer will contact the donor and schedule a meeting to discuss the situation.
- C. If payment is still not made at nine months, the development officer will meet again with the donor to discuss the following options:
1. Changing the payment schedule and/or
 2. Changing the current naming opportunity to a less expensive option.
- D. If payments are still not being made after 12 months or are not in line with the as-agreed-upon options mentioned above, the University reserves the right to remove the donor's (or donors') name(s) and/or cancel the agreement.