



Policy Chapter: Chapter 9 Institutional Advancement

Policy Number and Title: 09.001 Naming

I. Policy Statement

Naming opportunities exist to recognize the dedication, accomplishments and/or generosity of individuals and organizations whose support is essential to the mission and programs at the University of North Texas (UNT). This policy will guide the Vice President for University Advancement and the President in establishing consistent definitions, minimum standards and general procedures to guide staff and donors in discussing naming opportunities. The naming of property, programs and academic positions at UNT is an important institutional responsibility. All naming should align with the purpose, priorities, values and mission of the institution.

II. Application of Policy

All Faculty and Staff.

III. Policy Definitions

A. Gift

"Gift," in this policy, means a voluntary, philanthropic, and irrevocable transfer of assets received from another without adequate consideration. A gift may be made through a number of vehicles, including but not limited to cash, stock, estates, trusts, in-kind and real estate.

B. Institution

"Institution," in this policy, means the University of North Texas.

C. Naming

"Naming," in this policy, means the conferral of an individual's or organization's name for property, programs, and academic positions to honor the philanthropic and/or distinguished contributions of an individual or organization.

IV. Naming Types and Necessary Approvals

A. Types of Naming

1. Gift-Related Naming

A gift-related naming occurs when a donor makes a qualifying tax-deductible contribution to the institution, or to the UNT Foundation, and is recognized with a naming.

2. Gift-Related Corporate Naming

A gift-related corporate naming occurs when a business entity makes a tax-deductible gift to the institution or to the UNT Foundation and is recognized with the naming of

property, programs, or academic positions. A gift-related corporate naming must be reviewed and approved by the Vice President for University Advancement and the President prior to being submitted to the UNT System Board of Regents for final approval. Corporate naming requires an agreement between the corporation and the institution in accordance with [Regents Rule 03.900](#).

3. Corporate Naming (Sponsorship)

Corporate naming involves sponsorship by a corporation or business entity that seeks to purchase advertising and marketing exposure and is not considered a gift. Corporate naming requires an agreement with the corporation and the institution in accordance with [Regents Rule 03.900](#). Corporate naming rights must include a term limit. Corporate naming must be reviewed by the Vice President for University Advancement prior to being submitted to the President for approval.

4. Honorific Naming

An honorific naming may be bestowed in recognition of the philanthropy, dedication, and/or meritorious contribution of a person to UNT. The individual being recognized by an honorific naming must demonstrate values consistent with the mission and vision of the institution, must have an established relationship with the institution and must have contributed measurably to UNT. When an individual is considered for honorific naming, the proposal must be reviewed and approved by the Vice President for University Advancement and the President prior to being submitted to the Board of Regents for final approval. All proposed names must undergo due diligence review by Advancement prior to submission to the Board to ensure compliance with legal, ethical, and reputational standards of UNT.

B. General Provisions

1. Determination of Current Value

- a. For the purposes of this policy, the current value of buildings and other major facilities and of donated real property will be determined by the UNT System Office of Strategic Infrastructure.
- b. Naming thresholds will be determined in consultation with the appropriate AVP and the Vice President for University Advancement prior to being presented to a prospective donor.

2. Naming Thresholds

Naming thresholds will be determined by this policy and the University Advancement Naming Guidelines in consultation with the appropriate AVP and the Vice President for University Advancement.

3. Approval Thresholds

- a. Gift-related corporate namings required to be approved by UNT System Board of Regents will be reviewed in accordance with [UNT System Regents Rules 09.200](#) and [Texas Education Code § 51.923](#).
- b. All honorific naming requires UNT System Board of Regents approval.
- c. Gift-related naming with a gift of over \$5,000,000, or for a space valued at over \$1,000,000, require UNT System Board of Regents approval.

4. Donor Recognition

- a. The designation of a naming must not be published, celebrated, or publicly announced until final approval has been obtained as required under the Regents Rules and this policy.
- b. The designation of a naming must not be published, celebrated, or publicly announced until the institution has received at least 33% of the total gift amount related to the naming with the remainder to be received within five years.
- c. The same gift may not typically be used for more than one naming opportunity. For example, an individual who contributes the appropriate dollar amount for a named chair may not also be offered a named classroom. In some cases, an exception, or honorific naming, may be appropriate for “transformational” gifts, which are typically over \$3,000,000. Exceptions to this requirement may be recommended by the Vice President for University Advancement to the President for approval.
- d. Recognition or naming for irrevocable planned gifts will be determined by the Vice President for University Advancement, Vice President for Finance and Administration/CFO, and the President after final approval of the naming has been obtained in accordance with [Regents Rule 09.200](#) and this policy.
- e. Revocable planned gifts will not receive recognition or naming rights until the gift is realized and final approval of the naming has been obtained in accordance with [Regents Rule 09.200](#) and this policy.

5. Gifts of Money, Securities, Real Estate, Personal Property, and Other Types of Gifts

The President has the authority to allow various types of gift arrangements other than monies, securities, real estate, and personal property to be gifted in consideration of naming, in accordance with [UNT Policy 09.002, Fundraising and Private Support](#). These arrangements may include, but are not limited to, charitable trusts, charitable gift annuities, bargain sales, life estate gifts, life insurance, irrevocable beneficiary designations, and gifts of less than the entire interest in a property. Under certain circumstances, a combination of a deferred and cash gift may be appropriate for a current naming opportunity. The University Advancement Gift Acceptance Committee will review the appropriateness of the naming given the specifics of the gift and the

predictability of its receipt. In the event a naming requires Board of Regents approval, the Board will be informed of the manner in which the gift is intended to be made, and the Board will determine whether it is in the best interest of the institution to accept or reject the gift.

6. Duration of a Naming

- a. A naming in recognition of a gift will be for the useful life of the building, other facility, program or endowment, or the item being named unless otherwise agreed to in the gift agreement.
- b. UNT naming opportunities, including named endowment funds, must only bear the name of individuals or entities that exemplify attributes consistent with the values of the Institution. Should those standards be violated, UNT and the UNT Foundation reserve the right to remove the donor/honoree name(s) from such naming opportunity.

7. Corporate Namings

A corporate naming, as defined in Section IV.A.2 and Section IV.A.3, must be in accordance with the Regents Rules, the requirements of [Texas Education Code § 51.923](#), and this policy. A corporate naming involving a sponsorship must be term limited as specified in the sponsorship agreement.

8. Fundraising, Development Campaigns, and Marketing of Naming Opportunities

All fundraising and development campaign efforts related to naming opportunities and the marketing of naming opportunities must be approved by the President and the Vice President for University Advancement. The President may delegate responsibilities to the Vice President for University Advancement for coordination of fundraising and development of campaign efforts to secure gifts related to naming opportunities.

- a. No expression of commitment regarding naming for such gifts will be made to a donor or honoree prior to the appropriate approvals.
- b. Proposals will be made in writing in accordance with the requirements of this policy and reviewed by the Vice President for University Advancement prior to being presented to a prospective donor.
- c. A gift agreement stating the terms of the gift-related naming must be created by the Division of University Advancement, signed by both the donor and approved representatives of the institution, and the appropriate UNT Foundation representative, when applicable. The proposal and gift agreement will be maintained by the Division of University Advancement in accordance with the Records Retention Policy.

9. Delegation of Authority

The President delegates to the Vice President for University Advancement the authority to review and recommend for approval all gift-related naming opportunities of \$1,000,000 or less prior to the solicitation of any prospective donor.

C. Naming Opportunities and Necessary Approvals

1. Honorific Naming

All honorific naming opportunities, as defined in IV.A.4, must be approved by the UNT System Board of Regents. Honorific naming requests associated with donors/philanthropy must be submitted to the Vice President for University Advancement and the President for review and approval before being submitted to the Board of Regents for final approval.

2. Buildings and Other Major Facilities

The naming of buildings and other major facilities such as stadiums, wings of buildings, large auditoriums, and concert halls are available for consideration. The following will be applied to the naming of buildings and major facilities:

- a. value, visibility, improvements, and marketability will inform the value of a named building;
- b. the philanthropic commitment necessary for naming will be based on a minimum of no less than 33% of the original construction cost, renovation cost, or current value of the property;
- c. the Vice President for University Advancement and President, may discuss exceptions to this provision, which must be clearly documented in an exception memo. For exceptions to policy requirements that conflict with [Regents Rule 09.200, Naming of Property, Program and Academic Positions](#), UNT System Board of Regents approval must be obtained;
- d. no building at the University of North Texas will be named for less than \$10,000,000 or one-third of the total construction or renovation cost;
- e. The current value of buildings and major facilities shall be determined by the System. Thereafter, the designation of a naming must not be published, celebrated or publicly announced until the institution has received at least 33% of the total gift amount related to the naming with the remainder to be received within five years and final approval under [Regents Rule 09.200](#) and this policy has been obtained;
- f. the UNT System Board of Regents must approve all naming of buildings and major facilities.

3. Areas within Buildings and Other Major Facilities

Areas within buildings and other major facilities including, but not limited to, specific rooms, lecture halls, classrooms, and laboratories are available for naming.

Naming thresholds will be determined in consultation with the appropriate AVP and the Vice President for University Advancement prior to being presented to a prospective donor.

The following will be applied to the naming of areas within buildings and other major facilities:

- a. gift-related naming over \$5,000,000, or for a space valued at over \$1,000,000, must be approved by the UNT System Board of Regents;
- b. minimum naming threshold for areas within buildings will be assessed based on the naming opportunity and its value, visibility, improvements, and marketability.

4. Outdoor Areas

Opportunities to name outdoor areas and enhancement are available under the following conditions:

- a. gift-related naming of outdoor areas must be approved by the President upon the recommendation of the Vice President for University Advancement in consultation with the Associate Vice President of Facilities;
- b. when the value of the area to be named is equal to or more than \$1,000,000, or the gift associated with the naming equals \$5,000,000 or more, the Board of Regents must provide final approval of the naming;
- c. a gift-related naming will consider the value, visibility, improvements, and marketability of the location and will be based on a minimum donation of no less than 33% of the original construction cost, renovation cost or current value of the property;
- d. decorative swings, picnic tables and benches, and trees, may be purchased and receive a plaque. These transactions will be coordinated with Facilities.
- e. outdoor naming thresholds will be determined in consultation with the appropriate AVP and the Vice President for University Advancement prior to a conversation with a donor.

5. Streets

The naming of all streets located on the campus of the institution or on properties owned by the institution must be approved by the Board of Regents. Prior to submission to the Board of Regents, the Vice Chancellor for Administrative Services and the President must approve the naming upon the recommendation of the Vice

President for University Advancement. The gift requirement for the naming of a street is determined on a case-by-case basis.

6. Real Property

Naming of real property must be approved by the Board of Regents. Prior to submission to the Board of Regents for final approval, the Vice Chancellor for Administrative Services and the President must approve the naming upon the recommendation of the Vice President for University Advancement. Real property given to the institution may be named in consideration of the gift of the donor's entire interest in the property.

7. Programs, Institutes, Centers, and Other Organizations

Regardless of the cash value of the gift, the naming of programs, institutes, and centers must be approved by the Board of Regents. Prior to submission to the Board of Regents for final approval, approval must be obtained from the President upon the recommendation of the Provost and Vice President for Academic Affairs, the Dean of the respective school or college, and the Vice President for University Advancement.

- a. All naming of Centers and Institutes must abide by [UNT Policy 06.046, Centers and Institutes](#).
- b. The process of creating naming thresholds for new or existing programs, institutes, centers, and other organizations will be coordinated by the appropriate Dean or official in collaboration with the Provost and Vice President for Academic Affairs and the Vice President for University Advancement.

8. Colleges and Schools

All gifts to name a college or school, must be approved by the UNT System Board of Regents.

Philanthropic commitments to name a college or school or are meant to assist them in reaching a level of excellence that cannot be achieved with state or university funds alone.

The gift must be in the form of an endowment, or a combination of endowment(s) and expendable fund(s), with available funds used to improve the visibility and marketability of the named college. The gift will not replace state funds previously made available to that college or school.

- a. Minimum endowment levels for naming a college or school may vary, but the following minimum thresholds apply:

College \$10,000,000 minimum

School \$5,000,000 minimum

- b. Naming thresholds will be determined in consultation with the appropriate Dean or official in collaboration with the President, the Provost and Vice President for Academic Affairs, and the Vice President for University Advancement prior presentation to a prospective donor.
- c. Naming thresholds will consider the value, visibility, improvements, and marketability to inform the value of a named college or school.
- d. If a college or school is to be named, the value must supersede any other college or school that may currently be named within the UNT System.
- e. If a named college or school ceases to exist, the naming may be applied elsewhere in alignment with the donor's intent and passion, with approval from the UNT System Board of Regents.

9. Academic Positions

Opportunities to name academic positions are available in each college or school.

- a. A named Chair designation is linked to a select faculty position filled by an outstanding scholar and teacher, as judged by rigorous, nationally accepted standards.
- b. Named professorships typically are held by faculty members whose accomplishments indicate potential for national and international leadership and distinction in their field, and whose current efforts are focused on honing teaching skills and/or establishing a superior record of research or other scholarly activity. This designation is meant to enhance an existing faculty line.
- c. Minimum thresholds for named faculty positions at the University of North Texas are:

Endowed Dean	\$3,000,000 minimum
Endowed Chair	\$1,500,000 minimum
Endowed Professorship	\$ 500,000 minimum
Endowed Faculty Fellowship	\$ 250,000 minimum
- d. Naming of existing academic positions must be approved by the President upon the recommendation of the Provost and Vice President for Academic Affairs, Dean of the respective college or school, and the Vice President for University Advancement. If the cash value of the gift equals \$5,000,000 or more, the Board of Regents must provide final approval of an academic position naming.
- e. All corporate naming of academic positions must be presented to the Board of Regents for final approval if the value of the agreement is \$1,000,000 or more.
- f. New named academic positions must be approved by the Provost and Vice

President for Academic Affairs, Vice President for University Advancement, Vice President for Finance and Administration, and President prior to discussing with a donor.

10. Graduate Fellowships

The criteria for naming fellowships to support graduate students pursuing research-enhancing activities are as follows:

- a. Requires a minimum donation of \$100,000.
- b. Must be approved by the President upon recommendation of the Dean of the respective college or school and the Vice President for University Advancement.
- c. A Graduate Fellowship with a cash value of \$5,000,000 or more must be approved by the UNT System Board of Regents.

11. Named Endowments and Named Expendable Funds

Naming for endowments and expendable funds are established as follows:

- a. Named endowed scholarships, or other named endowments, must be approved by the President upon recommendation of the Dean of the respective college or school and the Vice President for University Advancement. The minimum donation for a named endowment is \$30,000. Donations of \$5,000,000 or more must be approved by the Board of Regents.
- b. Endowed Lecture series must be approved by the President upon recommendation from the Dean of the respective college or school and the Vice President for University Advancement. If the cash value of the gift equals \$5,000,000 or more, the Board of Regents must provide final approval of the naming. Minimums thresholds are as follows:

Presidential Lecture Series	\$1,000,000 minimum
Dean/College Lecture Series	\$ 500,000 minimum
Departmental Lecture Series	\$ 250,000 minimum
- c. Named expendable scholarships, or other named expendable funds, require a minimum donation of \$10,000.

12. Miscellaneous Naming Opportunities

Naming opportunities that are not otherwise set forth in this policy must be approved by the President and Vice President for University Advancement, regardless of the cash value of the gift. If the value of the naming is \$1,000,000 or more, or the gift associated with the naming is \$5,000,000 or more, the Board of Regents must provide final approval of the naming.

D. Exceptions

The President reserves the power to grant a naming at their discretion and grant exceptions to university policies regarding naming opportunities when it is in the best interest of the institution. For a naming requiring the approval of the UNT System Board of Regents, the Board of Regents must approve any exception regarding such naming opportunities.

V. Resources, Tools and Forms

All gift agreements, naming memos, and Board Orders related to a naming will be generated by the Division of University Advancement for appropriate approvals.

VI. References and Cross-References

[Texas Education Code § 51.923](#)

[UNT System Board of Regents Rule 03.900 Delegation of Authority for Contracts and Agreements](#)

[UNT System Board of Regents Rule 09.200 Naming of Property, Programs and Academic Positions](#)

[UNT Policy 06.046, Centers and Institutes](#)

[UNT Policy 09.002, Fundraising and Private Support](#)

VII. Revision History

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