

09.200 Naming of Property, Programs and Academic Positions

09.201 Purpose. The naming of property, programs and academic positions of the System, System Administration or an Institution is an important responsibility. A naming should always comport with the purpose and mission of the System and its Institutions. A naming should also reflect the values of the Board of Regents. Gift-related naming opportunities and honorific namings exist to recognize the dedication, accomplishment, or generosity of extraordinary individuals and entities whose support is valuable to the mission and programs of the System, the System Administration, and the Institutions. By these Regents Rules, the Board of Regents establishes consistent definitions, minimum standards, and general procedures to guide the discussion of namings and naming opportunities.

09.202 Types of Naming.

1. Standard Naming. A standard naming is any naming of property, programs or academic position of the System, System Administration or an Institution other than gift-related, honorific or corporate namings.
2. Gift-Related Naming. A gift-related naming occurs when a donor makes a tax deductible contribution to the System, the System Administration, or an Institution and is recognized by a naming.
3. Honorific Naming. An honorific naming may be bestowed in recognition of the dedication or meritorious contribution of a person. A person being recognized by an honorific naming must have exhibited values consistent with the mission and vision of the System, the System Administration, and the Institution, have an established relationship with the System, the System Administration, or an Institution, and have contributed measurably to the good of society. The process by which an individual

is considered for an honorific naming shall be established by the Chancellor and the Presidents.

4. Corporate Naming. A corporate naming includes the naming of any property, program or academic position after a corporate or other business-oriented entity. A corporate naming requires an agreement to be entered into with the corporation and the System, System Administration or Institution in accordance with these Regents Rules and Regents Rule 03.900. A corporate naming may be related to a gift agreement, in which case it will meet all of the requirements for both a corporate naming and gift-related naming as set forth in these Regents Rules. A corporate naming also may be related to a sponsorship agreement, in which case naming rights shall be for a specific time period and the value to be received for such naming rights shall be set forth in the agreement.
5. “Naming”. For purposes of this Rule, a “naming” occurs when the naming recognizes or is associated with a person, an entity other than the System or an Institution, or an historical event.

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Naming Opportunities and Necessary Approvals.

1. Honorific Namings. Board approval is required for all honorific namings.
2. Buildings and Other Major Facilities. For all types of namings, the naming of buildings and other major facilities, such as stadiums, wings of buildings, large auditoriums, concert halls, and clinics, must be approved by the Board. A gift-related naming will consider the value, visibility, improvements, and marketability of the location to be named.
3. Areas within Buildings and Other Major Facilities. For all types of namings, the naming of areas within buildings and other major facilities such as, but not limited to, atriums, specific rooms, lecture halls, laboratories, and workshops, must be approved by the Board when the current value of the area is \$1,000,000 or more or the gift associated with the naming is \$5,000,000 or more. A gift-related naming

will consider the value, visibility, improvements, and marketability of the location to be named.

4. Grounds, Outdoor Renovations, Gardens, Trees, and Benches. For all types of namings, the naming of grounds, outdoor renovations, gardens, trees, and benches must be approved by the Board when the current value of the area or item to be named is \$1,000,000 or more or the gift associated with the naming is \$5,000,000 or more. A gift-related naming will consider the value, visibility, improvements, and marketability of the location to be named.
5. Streets. For all types of namings, the naming of all streets located on the campus of an Institution or on a property owned by the System must be approved by the Board. The naming of a street is a rare occurrence for which there is not an established gift requirement.
6. Real Property. For all types of naming, the naming of real property must be approved by the Board. Real property given to the System, the System Administration, or an 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. For all types of namings, the naming of programs, institutes, centers, and other entities must be approved by the Board.
8. Colleges and Schools. For all types of namings, the naming of colleges and schools must be approved by the Board.
9. Academic Positions. For gift-related namings, the naming of academic positions must be approved by the Board if the cash value of the related gift is \$5,000,000 or more. For corporate namings involving a sponsorship agreement, the naming of academic positions must be approved by the Board if the value of the agreement is \$1,000,000 or more.
10. Miscellaneous Naming Opportunities. Naming opportunities that are not otherwise set forth in this

Regents Rule must be approved by the Board if they relate to an item with a current value of \$1,000,000 or more, a contract with a value of \$1,000,000 or more or the cash value of a related gift is \$5,000,000 or more.

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General Provisions.

1. Reciprocity. A gift-related naming opportunity requires that the gift amount must be reasonably related to the facility, place, position, or item being named.
2. Policy Requirements. The System Administration and each Institution shall adopt policies and procedures that are consistent with these Regents Rules, including such detailed guidelines, minimum standards, and deliberative processes regarding naming opportunities as are appropriate for the System Administration or the Institution.
3. Determination of Current Value. For the purposes of these Regents Rules, the current value of buildings and other major facilities and of donated real property shall be determined by the System. In all other circumstances, current value shall be determined under these Regents Rules by the System Administration for a naming related to the System Administration or the System and by each Institution for a naming related to the Institutions.
4. Donor Recognition. The designation of a name shall not be publicly announced until final approval has been obtained as required under these Regents Rules and applicable System Administration and Institution policies.
5. Gifts of Monies, Securities, Real Estate, Personal Property, and Other Types of Gifts. In the event a naming requires Board approval, the Board shall be informed of the manner in which the gift is intended to be made, and the Board shall determine whether it is in the best interest of the System, the System Administration, or an Institution to accept or reject the gift. In all other circumstances, the Board delegates to the Chancellor on behalf of the System

Administration and the System and to the President of each Institution the power to allow various types of gift arrangements other than monies, securities, real estate, and personal property to be gifted in consideration of a naming. 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 property.

6. Duration of a Naming. A naming in recognition of a gift shall be for the life of the building, other facility, program or endowment, or item being named unless otherwise agreed to in the gift agreement. A corporate naming provided for in a sponsorship agreement shall be for a specific time period as provided in the agreement.
7. Corporate Namings. A corporate naming must be in accordance with these Regents Rules and the requirements of Texas Education Code § 51.923. Certain restrictions may also apply to any proposed corporate naming of a facility financed with the proceeds of tax-exempt bonds and must be reviewed by the Office of General Counsel prior to approval.
8. Fundraising, Development Campaigns, and Marketing of Naming Opportunities. All fundraising and development campaign efforts related to gift-related naming opportunities and the marketing of naming opportunities must be coordinated with the Chancellor for the System Administration and the System and with the President for each Institution. The Chancellor for the System Administration and the System and the President for each Institution shall be responsible for obtaining required approval related to namings. The Chancellor and the Presidents may delegate responsibilities for coordination of fundraising and development campaign efforts and marketing efforts related to naming opportunities.
9. Delegation. The Chancellor and the Institution Presidents may approve namings that do not require Board approval.

09.205      Exceptions.

1.      When in the best interest of the System, the System Administration, or an Institution, the Board reserves the power to grant namings at its discretion and grant exceptions to System, System Administration, or Institution policies regarding namings and naming opportunities.
  
2.      The Board delegates to the Chancellor for the System and the System Administration and to the Presidents for their respective Institutions the authority to grant exceptions to policies regarding namings when Board approval is not otherwise required and the exception is in the best interest of the System, the System Administration, or an Institution.

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