



UTAH VALLEY UNIVERSITY

Policies and Procedures

POLICY TITLE	Honorary and Gift-based Namings	Policy Number	232
Section	Financial Affairs and Development	Approval Date	June 23, 2026
Subsection	Development	Effective Date	June 23, 2026
Responsible Office	Vice President of Institutional Advancement	Last Review	June 23, 2026

1.0 PURPOSE

1.1 The University seeks to acknowledge, recognize, and honor individuals, families, and organizations that have made a contribution, financial or otherwise, to the growth, development, and enrichment of the University through honorary and gift-based namings.

2.0 REFERENCES

2.1 Utah Board of Higher Education Policy R220 *Delegation of Responsibilities to the President and Board of Trustees*

2.2 Utah Board of Higher Education Policy R401 *Approval of New Programs, Program Changes, Discontinued Programs, and Program Reports*

2.3 UVU Policy 231 *Fundraising Authority, Responsibility, and Coordination*

2.4 UVU Policy 247 *Contract Review and Signature Authority*

3.0 DEFINITIONS

3.1 Facility: Any building, structure, plaza, open space, landscaped area, athletic or training space, or other physical improvement or natural feature (real property) under the ownership or administrative control of the University.

3.2 Gift agreement: A written agreement between a donor or donors and an organization that outlines the terms of a gift. It defines how and when the gift will be made, how it will be used, and includes necessary legal provisions. A gift agreement is needed to create a new index/fund, establish a pledge, and amend an existing agreement.

3.3 Gift-based naming: A naming that recognizes individuals, families, foundations, or organizations for charitable giving to the institution. Generally, these are associated with gift agreements.



3.4 Honorary naming: A naming that acknowledges an individual or entity who achieved excellence and has made substantial contributions to their professional field, society, higher education, or the University (for example, Wilson W. Sorensen Student Center). Generally, an honorary naming is not bestowed in recognition of a charitable gift.

3.5 Interior space: Any interior room or area.

3.6 Naming opportunity: A university resource suitable for a naming, which may include, for example, a facility, scholarship, chair, professorship, college, school, center, division, department, institute, partnership, or initiative,

3.7 Program: Any organization or activity under the administrative control of the University.

3.8 Space-naming agreement: A written agreement, signed by a duly authorized representative of the donor or honoree, a duly authorized representative of the Utah Valley University Foundation, and when required, an officer of the University (in accordance with section 4.1 and Policy 247), establishing a naming for a facility or interior space.

3.9 Utah Valley University Foundation (“Foundation”): Is the duly established Utah non-profit corporation organized to be a charitable, tax-exempt 501(c)(3) entity that operates exclusively for the benefit of the University. The Foundation accepts and manages charitable gifts to the University. The Foundation is directed by a board comprised of volunteers and university employees. For the purposes of this policy, references to the Division of Institutional Advancement shall be presumed to include the Foundation and its board unless otherwise indicated.

4.0 POLICY

4.1 The University and the Foundation will accept gift-based namings and establish honorary namings as a means to show appreciation to individuals and organizations that have made a notable contribution, financial or otherwise, to the University. A naming may honor a donor or a third party.

4.2 Gift-based and honorary namings shall be approved as follows:



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Naming Type	Final Approval Authority
Honorary namings	Board of Trustees
Gift-based namings for facilities, colleges, schools, divisions, departments, institutes, and centers	
Gift-based namings for interior spaces and partnerships	President
Gift-based namings for scholarships, chairs, and professorships, program initiatives, and other naming opportunities	Vice President of Institutional Advancement

4.3 Actions resulting from the approval of a naming shall comply with the *UVU Donor Signage Guidelines* maintained by Administration and Strategic Relations and by Finance and Auxiliary Services.

4.4 The Vice Presidents of Administration and Strategic Relations, Institutional Advancement, and Finance and Auxiliary Services shall determine and approve collectively on a case-by-case basis if it is appropriate to allow a term-limited naming to display a corporate logo.

4.5 Gift-based namings and honorary namings for facilities and interior spaces are for the useful life of the facility or space, except when a term is stated in the gift agreement.

4.6 The University, subject to the terms of the naming agreement, may determine any announcement (including date, medium, content, location, and frequency) associated with the naming.

4.7 If the donor’s or honoree’s name becomes dishonored or a source of embarrassment to the University, or a donor or honoree asks to have their naming terminated UVU may terminate the naming (which includes terminating the naming agreement and removing the donor’s or honoree’s name) to the extent consistent with and allowed by the naming agreement.

4.8 If a donor or honoree attempts to terminate a naming, UVU will determine whether to acquiesce or challenge the attempted termination.

4.9 Only the university official(s) with authority under section 4.2 to approve a naming has authority to approve the termination of a naming.



5.0 PROCEDURES

5.1 Responsibilities of University Leadership

5.1.1 Appropriate due diligence regarding a naming proposal is the responsibility of the vice presidents involved in the approval process and of the President.

5.1.2 All terms and conditions of a naming proposal shall be documented in the gift agreement.

5.2 Funding for Signage Costs for Named Spaces

5.2.1 Naming agreements will not be executed until the Vice President of Institutional Advancement and the Vice President of Administration and Strategic Relations have determined and committed the funding for signage including costs associated with section 5.6.5.

5.2.2 The cost of space signage will be stated in the UVU Foundation gift agreement. If the naming is connected to a previous gift, Institutional Advancement will determine where the funding will come from.

5.3 Gift-Based Namings

5.3.1 Consideration of a gift-based naming in honor of the monetary amount of the gift and its value to the University is the responsibility of the Vice President of Institutional Advancement.

5.3.2 The gift-based naming proposal will consider the condition, use, visibility, market for potential donors, and other relevant considerations. This proposal is prepared jointly by the Vice President of Institutional Advancement and the vice president (or their executive designee) over the area in which the facility or program resides.

5.3.3 Gift-based naming proposals (including the fully negotiated gift agreement) shall first be reviewed and approved by the Vice President of Institutional Advancement, followed by the appropriate executive (i.e., dean, athletic director, vice president) who oversees the naming opportunity to be named, and then by the appropriate approving authority, as required by section 4.1.

5.3.4 If the Board of Trustees is the final approving authority, the Vice President of Institutional Advancement shall present the proposal to the President for review before presenting the proposal to the Board of Trustees for approval.

5.3.5 If a naming opportunity that is subject to a gift-based naming should cease to exist, the Vice President of Institutional Advancement will consult with the donor or donors, their descendants, the donating corporation, or the donating foundation to determine an application of



the gift consistent with the purpose of the gift.

5.3.6 If a gift-based naming is approved, the Vice President of Institutional Advancement will ensure that a gift-based naming agreement is executed and, if the honoree is not the donor, will first ensure that UVU and the honoree execute an agreement in accordance with the same procedure used for honorary namings in section 5.4.3.

5.4 Honorary Namings

5.4.1 Honorees, or families of honorees, shall be consulted regarding the details of the honorary naming, including the planned length of time a naming opportunity will be named on behalf of the honoree.

5.4.2 Proposals for honorary namings are to be submitted to the Vice President of Administration and Strategic Relations and should include (1) a biographical summary of the proposed honoree (individual, family, corporation, or foundation), (2) a description of naming opportunity that is to be named and its proposed name, and (3) a description of the honoree's contribution to the University.

5.4.3 UVU will obtain a signed agreement to formally document the honoree's approval for the use of their name in association with the designated naming opportunity. This consent ensures that the honoree (or their authorized representative) understands the nature of the recognition, grants permission for the institutional use of their name in communications and signage and acknowledges that the naming is honorary in nature and does not represent a financial contribution.

5.4.4 Upon approval from the Vice President of Administration and Strategic Relations, the proposal (including terms and conditions) shall be reviewed and approved by the Vice President of Institutional Advancement and the vice president over the naming opportunity, followed by the President. Upon these approvals, the Vice President of Administration and Strategic Relations shall present the proposed naming to the Board of Trustees for approval.

5.5 Space Namings

5.5.1 Consideration of a space naming proposal in honor of the monetary amount of the gift, and its value to the University is the responsibility of the Vice President of Institutional Advancement.

5.5.2 The space-naming proposal for a facility will consider the condition, visibility, use, size, and age of the facility or interior space, the market for potential donors, and other relevant considerations. This proposal is prepared jointly by the Vice President of Institutional



Advancement and the vice president (or their executive designee) over the area in which the facility resides.

5.5.3 Space-naming proposals (including terms and conditions) shall first be reviewed and approved by the Vice President of Institutional Advancement, followed by the appropriate executive (i.e., dean, athletic director, vice president) who oversees the facility or interior space to be named, and then by the appropriate approving authority, as required by section 4.1.

5.5.4 If the Board of Trustees is the final approving authority, the Vice President of Institutional Advancement shall present the proposal to the President for review before presenting the proposal to the Board of Trustees for approval.

5.5.5 If a space naming is approved, the Vice President of Institutional Advancement will ensure that a space-naming agreement is executed and, if the honoree is not the donor, will first ensure that UVU and the honoree execute an agreement in accordance with the same procedure used for honorary namings in section 5.4.3.

5.5.6 If a space-named university facility or interior space should cease to exist, the Vice President of Institutional Advancement will consult with the donor, the donor's descendants, the donating corporation, or the donating foundation to determine an application of the gift consistent with the purpose of the gift.

5.6 Termination of Gift-Based, Honorary, and Space Namings

5.6.1 A request from a donor, honoree, or university representative to terminate a naming shall be communicated in writing with an explanation for the reason for the request. If an honoree or donor attempts to terminate a naming the Vice President of Institutional Advancement will work with the Office of General Counsel to ensure that a written assessment of the business and legal merits of the attempt is prepared.

5.6.2 The Vice President of Institutional Advancement will ensure that the appropriate university officials are informed of any request or attempt to terminate a naming and will ensure that Institutional Advancement coordinates with those officials until the decision to grant or deny the request is made.

5.6.3 The Vice President of Institutional Advancement will ensure that the requesting party is informed of the decision.

5.6.4 The Vice President of Institutional Advancement shall ensure that the decision-making process (including the reason why UVU granted or denied the request, is documented and that the documentation is stored with the naming agreement.



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5.6.5 If the request for termination of a naming is granted, the Vice President of Institutional Advancement will ensure that the naming agreement(s) is terminated, that all signage is removed, and that relevant university personnel discontinue all references to the naming (e.g., removal from websites, letterhead).

POLICY HISTORY		
Date of Last Formal Review: June 23, 2026		
Due Date of Next Review: June 23, 2031		
Date of Last Action	Action Taken	Authorizing Entity
April 10, 2008	Approved	UVU Board of Trustees
June 18, 2019	Revised policy approved	UVU Board of Trustees
June 23, 2026	Revised policy approved.	UVU Board of Trustees