



UTAH VALLEY UNIVERSITY Policies and Procedures

Proposed Policy Number and Title: 232 Honorary Names and Named Gifts		
Current Policy Number and Title: 232 Honorary Names and Named Gifts		
Approval Process*		
<input checked="" type="checkbox"/> Regular	<input type="checkbox"/> Temporary	<input type="checkbox"/> Compliance Change
<input type="checkbox"/> New <input checked="" type="checkbox"/> Revision <input type="checkbox"/> Revision—Limited Scope <input type="checkbox"/> Deletion	<input type="checkbox"/> New <input type="checkbox"/> Revision <input type="checkbox"/> Revision—Limited Scope	<input type="checkbox"/> New <input type="checkbox"/> Revision—Limited Scope <input type="checkbox"/> Deletion
*See UVU Policy 101 <i>Policy Governing Policies</i> for process details.		

Draft Number and Date:	<u>Stage 1 Regular, May 22, 2025</u>
President’s Council Sponsor:	<u>Kyle Reyes</u>
Policy Steward:	<u>Melanie LaFranca</u>

POLICY APPROVAL PROCESS DATES		
REGULAR	TEMPORARY	COMPLIANCE
Drafting and Revision Entrance Date: <u>10/24/2024</u>	Drafting and Revision Entrance Date: _____	President’s Council Approval Approval Date: _____
University Entities Review Entrance Date: <u>5/22/2025</u> Close Feedback: <u>10/1/2025</u>	Board of Trustees Review Entrance Date: _____ Approval Date: _____	Board of Trustees Ratification Ratification Date: _____
Board of Trustees Review Entrance Date: _____ Approval Date: _____		



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POLICY TITLE	Honorary Names and Named Gifts	Policy Number	232
Section	Financial Affairs and Development	Approval Date	
Subsection	Development	Effective Date	
Responsible Office	Vice President of Institutional Advancement	Last Review	

1.0 PURPOSE

- 1 **1.1** The University seeks to acknowledge, recognize, and honor individuals, families, and
 2 organizations that have made a contribution, financial or otherwise, to the growth, development,
 3 and enrichment of the University through honorary names and named gifts.

2.0 REFERENCES

- 4 **2.1** Utah Board of Higher Education Policy R220 *Delegation of Responsibilities to the President*
 5 *and Board of Trustees*
- 6 **2.2** Utah Board of Higher Education Policy R401 *Approval of New Programs, Program Changes,*
 7 *Discontinued Programs, and Program Reports*
- 8 **2.3** UVU Policy 231 *Fundraising Authority, Responsibility, and Coordination*
- 9 **2.4** UVU Policy 247 *Contract Review and Signature Authority*

3.0 DEFINITIONS

- 10 **3.1 Facility:** Any building, structure, plaza, open space, landscaped area, athletic or training
 11 space, or other physical improvement or natural feature (real property) under the ownership or
 12 administrative control of the University.
- 13 **3.2 Gift agreement:** A written agreement between a donor and an organization that outlines the
 14 terms of a gift. It defines how and when the gift will be made, how it will be used, and includes
 15 necessary legal provisions. A gift agreement is needed to create a new index/fund, establish a
 16 pledge, and amend an existing agreement.
- 17 **3.3 Gift-based naming:** A naming that recognizes individuals, families, foundations, or
 18 organizations for charitable giving to the institution. These naming opportunities include but are
 19 not limited to scholarships, chairs, professorships, facilities, colleges, schools, centers, divisions,



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20 departments, institutes, partnerships, or initiatives. Generally, these are associated with gift
21 agreements.

22 **3.4 Honorary naming:** A naming that acknowledges an individual or entity who is
23 distinguished through significant service to the University (for example, Wilson W. Sorensen
24 Student Center). Generally, an honorary name is not bestowed in recognition of a charitable gift.

25 **3.5 Interior space:** Any interior room or area.

26 **3.6 Program:** Any organization or activity under the administrative control of the University.

27 **3.7 Space-naming agreement:** A written agreement, signed by a duly authorized representative
28 of the donor, a duly authorized representative of the Utah Valley University Foundation, and
29 when required, an officer of the University (in accordance with section 4.1 and Policy 247),
30 naming a facility or interior space, confirming the mutual promises, commitments, undertakings,
31 restrictions, and, if the agreement is a gift agreement, the terms and conditions pertaining to the
32 use of a gift to the University or the Utah Valley University Foundation.

33 **3.8 Utah Valley University Foundation (“Foundation”):** Is the duly established Utah non-
34 profit corporation organized to be a charitable, tax-exempt 501(c)(3) entity that operates
35 exclusively for the benefit of the University. The Foundation accepts and manages charitable
36 gifts to the University. The Foundation is directed by a board comprising volunteers and
37 university employees. For the purposes of this policy, references to the Division of Institutional
38 Advancement shall be presumed to include the Foundation and its board unless otherwise
39 indicated.

40

4.0 POLICY

41 **4.1** The University and the Foundation will accept gift-based names and establish honorary
42 names for facilities and programs as a means to show appreciation to individuals and
43 organizations that have made a notable contribution, financial or otherwise, to the University.
44 Gift-based and honorary names for facilities and programs shall be approved as follows:
45



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

46 **4.2** Actions resulting from the approval of a naming shall comply with the *UVU Donor Signage*
 47 *Guidelines* maintained by Administration and Strategic Relations and by Finance and Auxiliary
 48 Services.

49 **4.3** The Vice Presidents of Administration and Strategic Relations, Institutional Advancement,
 50 and Finance and Auxiliary Services shall determine and approve collectively on a case-by-case
 51 basis if it is appropriate to allow a term-limited naming to display a corporate logo.

52 **4.4** Honorary names for facilities and interior spaces are for the useful life of the facility or
 53 space, except when a term is stated in the gift agreement.

54 **4.5** The University, subject to the terms of any relevant agreement, such as a gift agreement, may
 55 determine any announcement (including date, medium, content, location, and frequency)
 56 associated with the naming.

5.0 PROCEDURES

57 **5.1 Responsibilities of University Leadership**

58 **5.1.1** Appropriate due diligence regarding a naming proposal is the responsibility of the vice
 59 presidents involved in the approval process and of the President.

60 **5.1.2** All terms and conditions of a naming proposal shall be documented in the gift agreement.

61 **5.1.3** Naming agreements will not be executed until the Vice President of Institutional
 62 Advancement and the Vice President of Administration and Strategic Relations have determined
 63 and committed the funding for signage.



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64 **5.2 Funding for Signage Costs for Named Spaces**

65 **5.2.1** Naming agreements will not be executed until the Vice President of Institutional
66 Advancement and the Vice President of Administration and Strategic Relations have determined
67 and committed the funding for signage.

68 **5.2.2** The cost of space signage will be determined in the UVU Foundation gift agreement. If the
69 naming is connected to a previous gift, Institutional Advancement will determine where the costs
70 will come from.

71 **5.3 Gift-Based Namings**

72 **5.3.1** Consideration of a gift-based naming in honor of the monetary amount of the gift and its
73 value to the University is the responsibility of the Vice President of Institutional
74 Advancement.

75
76 **5.3.2** The gift-based naming proposal will consider the condition, use, visibility, market for
77 potential donors, and other relevant considerations. This is determined jointly by the President,
78 Vice President of Institutional Advancement, and the vice president over the area in which the
79 facility or program resides.

80
81 **5.3.3** Gift-based naming proposals (including the fully negotiated gift agreement) shall first be
82 reviewed and approved by the Vice President of Institutional Advancement, followed by the
83 appropriate executive (i.e., dean, athletic director, vice president) who oversees the program to
84 be named, and then by the appropriate approving authority, as required by section 4.1.

85 **5.3.4** If the Board of Trustees is the final approving authority, the Vice President of
86 Institutional Advancement shall present the proposal to the President for review before
87 presenting the proposal to the Board of Trustees for approval.

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89 **5.3.5** If a scholarship, chair, professorship, and program initiative that is subject to a gift-based
90 naming should cease to exist, the Vice President of Institutional Advancement will consult with
91 the donor, the donor's descendants, the donating corporation, or the donating foundation to
92 determine an application of the gift consistent with the purpose of the gift.

93 **5.4 Honorary Namings**

94 **5.4.1** Honorees, or families of honorees, shall be consulted regarding the details of the
95 honorary naming, including the planned length of time a facility or program will be named
96 on behalf of the honoree.

97
98 **5.4.2** Proposals for honorary namings are to be submitted to the Vice President of
99 Administration and Strategic Relations and should include (1) a biographical summary of the
100 proposed honoree (individual, family, corporation, or foundation), (2) a description of what



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101 is to be named and its proposed name, and (3) a description of the honoree's contribution to
102 the University.

103 **5.4.3** Upon approval from the Vice President of Administration and Strategic Relations, the
104 proposal (including terms and conditions) shall be reviewed and approved by the Vice
105 President of Institutional Advancement and the vice president over the area in which the
106 facility or program resides, followed by the President. Upon these approvals, the Vice
107 President of Administration and Strategic Relations shall present the proposed naming to the
108 Board of Trustees for approval.

109 **5.5 Space Namings**

110 **5.5.1** Consideration of a space naming proposal in honor of the monetary amount of the gift,
111 and its value to the University is the responsibility of the Vice President of Institutional
112 Advancement.

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114 **5.5.2** The space-naming proposal for a facility will consider the condition, use, and age of the
115 building, visibility and use of the room, size of room, market for potential donors, and other
116 relevant considerations. This is determined jointly by the President, Vice President of
117 Institutional Advancement, and the vice president over the area in which the facility resides.

118
119 **5.5.3** Space-naming proposals (including terms and conditions) shall first be reviewed and
120 approved by the Vice President of Institutional Advancement, followed by the appropriate
121 executive (i.e., dean, athletic director, vice president) who oversees the facility to be named,
122 and then by the appropriate approving authority, as required by section 4.1.

123 **5.5.4** If the Board of Trustees is the final approving authority, the Vice President of
124 Institutional Advancement shall present the proposal to the President for review before
125 presenting the proposal to the Board of Trustees for approval.

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127 **5.5.5** If a space-named university facility or area should cease to exist, the Vice President of
128 Institutional Advancement will consult with the donor, the donor's descendants, the donating
129 corporation, or the donating foundation to determine an application of the gift consistent with the
130 purpose of the gift.

131 **5.6 Removal of Gift-Based, Honorary, and Space Namings**

132 **5.6.1** Subject to the agreement, UVU may terminate the agreement and remove the donor's name
133 for any reason specified in the agreement and, to the extent consistent with the agreement, if the
134 donor's name becomes dishonored or a source of embarrassment to the University.

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136 **5.6.2** As indicated in section 4.1, the university entity who has the authority to approve a gift
137 agreement may also approve the termination of that agreement.

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139 **5.6.3** If President’s Council determines removal is appropriate and consistent with the
140 terms of the gift agreement, the appropriate vice president will proceed as follows:

141 **5.6.3.1** For gift-based namings or space namings, the Vice President of Institutional
142 Advancement will present findings of the President’s Council to the Board of Trustees;

143 **5.6.3.2** For honorary namings, the Vice President of Administration and Strategic
144 Relations will present the findings of the President’s Council to the Board of Trustees.

145
146 **5.6.4** After deliberation, the Board of Trustees shall vote on removal of the name in question.

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POLICY HISTORY		
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
	Revised policy approved.	UVU Board of Trustees



POLICY TITLE	Honorary and Gift-Based Namings	Policy Number	232
Section	Financial Affairs and Development	Approval Date	June 18, 2019
Subsection	Development	Effective Date	June 18, 2019
Responsible Office	Office of the Vice President of Institutional Advancement		

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.~~

2.0 REFERENCES

- ~~2.1 Utah Board of Regents' Policy R220 *Delegation of Responsibilities to the President and Board of Trustees*~~
- ~~2.2 Utah Board of Regents' Policy R401 *Approval of New Programs, Program Changes, Discontinued Programs, and Program Reports*~~
- ~~2.3 UVU Policy 231 *Fundraising Authority, Responsibility, and Coordination*~~

3.0 DEFINITIONS

- ~~3.1 **Facility:** Any building, structure, large room, plaza, open space, landscaped area, athletic space, or other physical improvement or natural feature (real property) under the ownership or administrative control of the University.~~
- ~~3.2 **Gift agreement:** A document, signed by a donor and an officer of the University and/or the Utah Valley University Foundation, confirming the mutual promises, commitments, undertakings, restrictions, and agreements of the involved parties pertaining to the use of a gift to the University or the Utah Valley University Foundation.~~
- ~~3.3 **Gift-based name:** A naming that recognizes individuals, families, or organizations for charitable giving to the institution. These naming opportunities include but are not limited to scholarships, chairs, professorships, facilities, colleges, schools, centers, divisions, departments, institutes, clubs, partnerships, or initiatives.~~



3.4 Honorary name: A naming that acknowledges an individual or entity who is distinguished through unique service to the University (for example, Wilson W. Sorensen Student Center). Generally, an honorary name is not bestowed in recognition of a charitable gift.

3.5 Program: Any organization or activity under the administrative control of the University. Programs include but are not limited to clubs, partnerships, or initiatives.

3.6 Small interior space: Any small interior room or area (for example, an office, study area/nook, or similar).

3.7 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 any and all charitable gifts to the University. The foundation is directed by a board comprising 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 names and establish honorary names for facilities and programs as a means to show appreciation to individuals and organizations that have made a notable contribution, financial or otherwise, to the University. Gift-based and honorary names for facilities and programs shall be approved as follows:

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

4.2 Actions resulting from the approval of a naming shall comply with the *UVU Donor Signage Guidelines* maintained by the Division of University Relations and the Division of Finance and Administration. The Vice Presidents of University Relations, Institutional Advancement, and Finance and Administration shall determine and approve collectively on a case-by-case basis if it is appropriate to allow term-limited namings for athletic facilities to display a corporate logo.



~~4.3 Honorary names for facilities and small interior spaces are permanent, or for the useful life of the facility/space. When a term is stated in the gift agreement, gift-based names for facilities and small interior spaces shall remain only for the period of that term.~~

~~4.4 The University, in accordance with the terms of a gift agreement (for gift-based names), reserves the right to determine the content, location, and frequency of any announcement associated with a named facility or program.~~

~~4.5 In order to protect the reputation of the University, in unusual and unforeseen circumstances the University, with Board of Trustees approval, reserves the right to remove a name from any facility, college, school, center, institute, program, or other University element.~~

5.0 PROCEDURES

5.1 Gift-Based Namings

~~5.1.1 Gift-based naming proposals shall first be reviewed and approved by the vice president who oversees the facility or program to be named, followed by the Vice President of Institutional Advancement, and then by the appropriate approving authority, as required by Section 4.1.~~

~~5.1.2 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.~~

~~5.1.3 Gift-based names shall be considered based on the monetary amount of the gift and its value to the University.~~

~~5.1.4 The gift-based naming of a facility will take into account the condition, use, and age of the building, visibility and use of the room, size of room, market for potential donors, and other relevant considerations. This is determined jointly by the President, Vice President of Institutional Advancement, and the vice president over the area in which the facility or program resides.~~

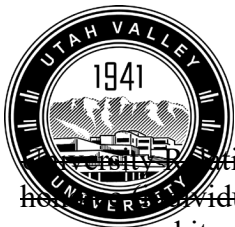
~~5.1.5 Appropriate due diligence regarding the naming is the responsibility of the vice presidents involved in the approval process and the President.~~

~~5.1.6 All terms and conditions of a gift-based naming shall be documented in the gift agreement.~~

~~5.1.7 If a gift-based named university facility or program 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 ensure that appropriate recognition is sustained.~~

5.2 Honorary Namings

~~5.2.1 Proposals for honorary namings are to be submitted to the Vice President of~~



proposals and should include (1) a biographical summary of the proposed honoree (individual, family, corporation, or foundation), (2) a description of the facility or program and its proposed name, and (3) a description of the honoree's contribution to the University.

~~5.2.2~~ Honorees, or families of honorees, shall be consulted regarding the details of the honorary naming, including the planned length of time a facility or program will be named on behalf of the honoree.

~~5.2.3~~ Upon approval from the Vice President of University Relations, the proposal shall be reviewed and approved by the Vice President of Institutional Advancement and the vice president over the area where the facility or program resides, followed by the President. Upon these approvals, the Vice President of University Relations shall present the proposed naming to the Board of Trustees for approval.

~~5.2.4~~ Appropriate due diligence regarding the naming is the responsibility of the Vice Presidents involved in the approval process and the President.

5.3 Removal of Honorary and Gift-Based Namings

~~5.3.1~~ If unusual and unforeseen circumstance arise in which an honorary or gift-based naming could harm the reputation of the University, President's Council will review the circumstances to determine if removing the name might be appropriate.

~~5.3.2~~ If President's Council determines removal is appropriate, the appropriate vice president will proceed as follows:

~~5.3.2.1~~ For gift-based namings, the Vice President of Institutional Advancement will present findings of the President's Council to the Board of Trustees;

~~5.3.2.2~~ For honorary namings, the Vice President of University Relations will present the findings of the President's Council to the Board of Trustees.

~~5.3.2~~ After deliberation, the Board of Trustees shall vote on removal of the name in question.

POLICY HISTORY		
April 10, 2008	Approved	UVU Board of Trustees
June 18, 2019	Revised policy approved	UVU Board of Trustees



POLICY 232 EXECUTIVE SUMMARY	
Policy Number and Title: 232 Honorary Names and Named Gifts	
Date:	October 21, 2024
Sponsor:	Kyle Reyes
Steward(s):	Melanie LaFranca
Policy Process:	Regular
Policy Action:	Revision
Policy Office Editor:	Cara O’Sullivan
Embedded Attorney:	Greg Jones

Issues/Concerns (including fiscal, legal, and compliance impact):

This policy needed to be updated to align with current procedures and practices.

Suggested Changes:

- Updates clarified responsibilities in approval processes, how funding for signage for named spaces is determined, and removal of gift-based, honorary, and space namings.
- In addition, clubs were removed from the policy because of changes in how clubs are overseen and managed. The University no longer has indexes for clubs; the University does not assist with fundraising efforts; and the clubs are no longer eligible for use as scholarship criteria.
- Allow other entities besides Athletics to engage in term-limited namings.
- Gift-based namings and honorary namings were included in the old policy, but we needed to add a definition and procedure section for space-based namings.
- When space naming agreements are signed there should always be representation from the UVU Foundation, so we added that to the definition of a space naming agreement.

Requested Approval from President’s Council: Entrance to Stage 1, regular policy process

Proposed Drafting Committee: Candice Gardner, Dan Dimond, Liz Sowards, Gabrielle Thomas, Cara O’Sullivan, Melanie Lafranca, Greg Jones

Target Date for Stage 1 Draft to Enter Stage 2: [Click here to enter a date.](#)

Target Date for Board of Trustees Review: [Click here to enter a date.](#)