8.4 Naming Rights

Last Revised: July 2014

Policy: Piedmont Community College (PCC) encourages private support through naming opportunities while also showing appropriate recognition to donors for their generosity.

Purpose/Definitions: PCC and the PCC Foundation strive to assure that appropriate reflection, consistency, and fairness are given to major naming possibilities and that the history of Person County and PCC are taken into account during such consideration. Naming decisions and the associated honor should be fitting and of value for all parties involved. Because these considerations can encourage others to give, this policy is intended as a guide and encourages flexibility on a case-by-case basis.

Approval Authority/Monitoring Authority: Piedmont Community College’s Board of Trustees has approval authority for this policy. The President has monitoring authority.

Procedure: PCC will establish a PCC Naming Committee who will be responsible for approving the location and naming of physical entities in accordance with this policy. The membership of the committee will consist of:

- PCC President
- PCC Executive Director, Foundation
- PCC Director, Public Information Office
- Two PCC Board of Trustees Members
- Two PCC Foundation Board Directors

Naming Criteria

1. Major naming opportunities may reflect the names of individuals, families, organizations, foundations, corporations, or memorials requested by donors.

2. Major naming opportunities are available when a gift of monetary value deemed appropriate by the PCC Naming Committee is received. The PCC Foundation Board of Directors, its staff and volunteers, and outside advisors who may assist in the solicitation of gifts may also make recommendations for naming rights to the PCC Naming Committee.

General Provisions Related to Naming

1. Naming recognition should enhance the reputation and prestige of PCC and the donor.

2. It is the responsibility of individuals negotiating on behalf of PCC to advise potential benefactors that their gift may be recognized by naming, only subject to the approval of the PCC Naming Committee and consistent with this policy.

3. The naming of physical entities is intended to be in place for the life of the specific space. If, in the determination of the PCC Board of Trustees and the PCC Foundation Board of Directors, circumstances change so that the purpose for which the physical entity was established is...
significantly altered or if the physical entity is no longer needed or habitable, the PCC President, in consultation with the PCC Board of Trustees, the PCC Foundation Board of Directors, and the donor(s), if possible, will determine an appropriate way to recognize the donor’s naming gift in perpetuity.

4. In the unlikely event the PCC Board of Trustees determines in its sole reasonable and good faith opinion that circumstances have changed such that the donor’s naming rights would adversely impact the reputation, image, mission or integrity of PCC, the PCC President, in consultation with the PCC Board of Trustees and the PCC Foundation Executive Director, may, without recourse and without obligation to return any gifts received, exercise its right to remove the name from the property facilities.

5. Floors, auditoriums, lobbies, labs, classrooms, and outdoor areas are also available for donor recognition. Contribution levels will be determined on a case-by-case basis and are based on size, location, and function within the capital project.

6. All naming gifts must be documented in a formal Gift Agreement (Exhibit 8.4).

**Gift Pledge**

1. Naming will go into effect immediately with a clear and documented understanding that the naming will be altered or removed if the full pledge is not paid in a mutually agreed upon time frame (maximum of three (3) years).

2. If PCC receives only partial funding from the donor and that amount is less than the required naming threshold, yet sufficient enough for an alternative naming opportunity, PCC will renegotiate the gift agreement with the donor to agree on a suitable naming opportunity.

**Methods of Recognizing Naming Commitment**

1. No person from PCC will announce the naming of any physical entity prior to the final approval by the PCC President.

2. The Naming Committee, in consultation with the donor, will make final decisions related to methods of recognizing major naming contributions including but not limited to the following:

   a. Public announcements: the right to determine content, timing, location and frequency of any announcements associated with the gift.

   b. Physical markers: the right to approve the color, design, and size of any physical marker that provides information about the designee, donor and/or the nature of the gift or honor.

**Legal Citation:**

**History:** Effective July 2014