



PROCEDURE FOR INSTITUTIONAL POLICY GA-38: NAMING POLICY FOR WVSOM

1. PURPOSE

The purpose of this procedure is to provide operational guidance for implementing consistent application of naming recognition opportunities for all donors.

2. APPLICABILITY

- 2.1 This procedure applies to all of WVSOM and its donors.
- 2.2 WVSOM reserves the right to amend this procedure at any time, as necessary or appropriate.

3. DEFINITIONS

- 3.1 For purposes of this procedure, all capitalized or defined terms have the same meaning as assigned to them in Institutional Policy GA-38: Naming Policy for WVSOM.

4. GUIDELINES FOR NAMING RECOGNITION

- 4.1 The Gift size needed for naming recognition of any physical space (without respect to the funding method of that space) is determined by a Base Cost, multiplied by a Utility Factor and Location/Visibility Factor.

- 4.1.1 Base Cost: For space at a Facility, the Base Cost is two hundred dollars (\$200.00) per square foot. This Base Cost is subject to periodic review and market adjustments.

- 4.1.2 Utility Factor: The Utility Factor is based on the method of which the space is used.

- a. Non-public office spaces = .50 Utility Factor
 - b. Public office spaces = .75 Utility Factor
 - c. Teaching and laboratory spaces = 1 Utility Factor
 - d. Conference rooms = 1.5 Utility Factor
 - e. Common spaces (auditoriums, floors, lobbies, etc.) = 2 Utility Factor

- 4.1.3 Location/Visibility Factor: The Location/Visibility Factor is based on the location or visibility level of the space. This varies depending on the Facility and the traffic that flows through the Facility or space.

- a. Areas that do not allow public access = .50 Location Factor
 - b. Areas in a Facility with mostly offices = .75 Location Factor
 - c. Semi-public Area in a main Facility = 1.5 Location Factor
 - d. Public Area with no restricted access of a main campus Facility = 2 Location Factor

- 4.1.4 The value derived from the Base Cost multiplied by the Utility Factor and the Location Factor produces a computed value that may be rounded up or down, depending on other factors, such as fundraising opportunities, economy, donor, etc.

5. CONSISTENT STANDARDS AND CRITERIA FOR DONORS AND NAMING RECOGNITION OPPORTUNITIES

- 5.1 The following sets forth a consistent set of standards to all naming recognition opportunities granted by WVSOM. It does not describe the use of donated funds, but rather describes a method of measuring the value of a contribution and appropriately honoring and recognizing the Donor for that contribution.

5.1.1 Facilities and Physical Units

- a. Normally, an individual or entity for whom a Facility or Physical Unit is recognized shall have contributed at the following levels; however, other factors may be considered, such as serve to WVSOM and the total cost of the Facility. Additionally, the use of the Facility or space, location, and visibility should also be considered in determining the final naming recognition value:
- b. For naming recognition where there are no Public Dollars are funding the Facility or Physical Unit, the following apply:
 - (i) New Construction: a Gift equaling at least fifty-one percent (51%) of the construction costs of that facility or space. In some cases, and with special consideration, WVSOM may lower percentages of construction cost threshold.
 - (ii) Existing Physical Spaces: a Gift in an amount utilizing the Base Naming Cost, Utility Factor, and Location/Visibility Factor Guidelines.
 - (iii) Renovation of Existing Physical Spaces: a Gift equaling at least fifty-one percent (51%) of the total renovation cost. In some cases, and with special consideration, WVSOM may lower the percentage of construction cost threshold. Utility Factor and Location/Visibility Factor Guidelines should also be considered.
 - (iv) Department or Program: For a name recognition for a department or program, the Donor shall establish an endowment to earn the equivalent of at least fifty-one percent (51%) of the projected annual operating costs or a defined level of support as approved by the President.

6. CRITERIA

- 6.1 Before a Donor's name is used for naming recognition, one of the following criteria must be met:

6.1.1 Current Gift: 100% of the naming recognition Gift must be received in case or asset that can be converted to cash. If made by a multi-year pledge, the pledge must be paid within the current campaign or as defined in the Naming Agreement. Once the pledge is fulfilled, the naming will be put in place. If the Donor is not able to fulfill the pledge within the current campaign or as defined in the Naming Agreement, WVSOM will discuss with the Donor other naming opportunities at a level equal to the total of the Donor's pledge payments toward the original naming recognition opportunity.

6.1.2 Current and Planned Gift: At least 75% of the naming recognition Gift must be received in cash or an asset that can be converted to cash, and the balance secured through an irrevocable instrument with a net present value equal to or greater than the balance. If the cash portion is made by a multi-year pledge, the pledge must be paid within the current

campaign or as defined in the Naming Agreement. Once the cash portion of the commitment is fulfilled, the naming will be put in place.

6.1.3 Planned Gift: When a planned Gift matures and the funds are received and it is eligible for a naming recognition, or a pre-existing Naming Agreement that identifies a naming recognition is met, the process for naming recognition proceeds.

6.2 All naming Gifts must be irrevocable and paid over a period of no longer than five (5) years and outlined in writing in a 'Naming Agreement' signed by the Donor and WVSOM.

6.3 If a department is to be named, a restricted program endowment supporting that department may be necessary and shall be outlined in a Naming Agreement.

7. NAMING RECOGNITION RIGHTS

7.1 If WVSOM intends to provide a naming recognition for a particular Facility that has been or is anticipated to be financed with Public Dollars, then:

7.1.1 Individuals: WVSOM may provide naming recognition within a Public Dollars financed Facility after an individual or family without violating the tax rules, except if an individual's name is synonymous with a business entity's name.

7.1.2 General Donor Recognition: WVSOM may recognize a Donor (either an individual or business entity) for their generosity and support by unilaterally deciding to place the Donor's name on a Public Dollars financed Facility (i.e., the donation or other agreement does not obligate WVSOM to do so).

7.1.3 Naming Recognition Opportunity of Exterior of Buildings: WVSOM may recognize a Donor (either an individual or business entity) by placing the name of the Donor on the exterior of a building.

7.1.4 Naming Opportunities in Interior or Physical Unit: WVSOM may recognize a Donor (either an individual or business entity) by placing the name of the Donor on an interior or Physical Unit.

7.1.5 Bundled Rights: Even though a Donor may have no special rights to maintain physical possession of a WVSOM Facility or Physical Unit, any ability to exercise some power over the operations of a Facility or Physical Unit is considered a prohibited special legal entitlement. A Donor may not require, as a condition to making a donation, any special rights such as the right to have the Donor's name on various items such as special event tickets, advertising space, event programs, newsletters, employee uniforms, paper products, trash cans, stationery related to the Facility or Physical Unit. Any desire for said promotions must be requested by a separate document and must not be in relation to the Donation or naming rights under this policy.

8. DONOR RESTRICTIONS ON USE OF FUNDS

8.1 If the Donor seeks to expressly restrict the use of a Gift to the costs of construction of a particular Facility or Physical Unit that has been or is anticipated to be financed with Public Dollars, then the restriction may be accepted only if the total construction costs equal or exceed the aggregate of the Public Dollars and the donated funds (i.e., the total construction cost of the project must equal or exceed the total of the donated and borrowed funds). In all other events, the Donor may not restrict the use of a Gift to the costs of construction of a particular Facility that is or will be financed with Public Dollars.

- 8.2 A Donor may not restrict the use of a Gift to pay debt service on tax-exempt bonds. Similarly, monies cannot be set aside by a Donor in a reverse fund to pay debt service on tax-exempt bonds.

9. SOLICITATION

- 9.1 To the extent WVSOM may solicit funds to pay for the costs of construction of a particular facility that has been or is anticipated to be financed with Public Dollars, the following are general recommendations:
- 9.1.1 The solicitation should be open-ended;
- 9.1.2 The solicitation should not invite the Donor to specify a capital project purpose for the Gift; and,
- 9.1.3 All contracts, acknowledgement letters or other writings associated with the solicitation or receipt of Gift should not be specific to a particular capital project.

10. PROCEDURE

- 10.1 All naming requests must be submitted in writing to the President who will then determine the appropriate approval process based on the criteria below:
- 10.1.1 Naming requests for Physical Units will be considered and approved by the President. The President will report any such naming to the Board of Governors at its next regular meeting.
- 10.1.2 Naming requests for Facilities will be considered by the President before taking said request to the Board of Governors for approval.
- 10.2 Regardless of naming request level, if approved, a Naming Agreement is required and will be signed by the President and the Donor within a specified period of time, usually one hundred eighty (180) days.

11. OTHER RECOGNITION

- 11.1 Levels of cumulative Donor Gifts for recognition and the size of recognition plaques are defined as below:
- 11.1.1 As an additional expression of appreciation for support, WVSOM may offer Donors the opportunity to have their name or name of other honored through tangible recognition. Consistency in honoring Donors enhances the meaningfulness of recognition, so the following guidelines for plaques have been established. In some cases, WVSOM may adjust these dimensions and Gift amounts in consideration of certain special circumstances:
- a. \$25,000-\$49,999 – 10"x5"
 - b. \$50,000-\$74,999 - 11"x8"
 - c. \$75,000-\$99,999 - 11"x10"
 - d. \$100,000+ - 11"x15"

11.1.2 Placement of Donor Recognition Plaques: WVSOM is responsible for reviewing and approving all Donor recognition plaque projects. This ensures standards for Donor recognition and graphics are met.

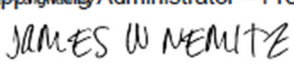
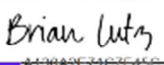
11.1.3 Use of Corporate Logos: In general, permanent Donor recognition for named Gifts will not contain corporate logos or other non-WVSOM graphics. Special exceptions may be made for corporate Donor recognition on digital and print publications, materials, and in some cases, plaques. This approval will be given by the President on a case-by-case basis.

11.1.4 Recognition vs. Wayfinding: These guidelines are for Donor recognition. Wayfinding signs may include named physical spaces and will follow institutional guidelines in their design and content.

11.1.5 Exterior Recognition: Gifts of one million dollars (\$1,000,000.00) or more used to name Facilities may have exterior recognition as part of and consistent with WVSOM's wayfinding guidelines. Preferably only the last name of a person shall be used when affixed to a physical structure; first names and initials are allowed to recognize the naming of centers, programs, and endowments.

11.1.6 Initial Recognition Plaques: In a capital project, both new and renovation, the cost of recognition plaques is to be placed in the project budget.

11.2 If a naming request is to be for a person who has been employed by WVSOM, that person must have rendered distinguished education or other service to WVSOM and must not have been employed at WVSOM during the three (3) previous years. Exceptions are at the discretion of the President.

Procedure Title:	<u>Procedure for Institutional Policy GA-38: Naming Policy for WVSOM</u>		
Effective Date:	<u>January 29, 2026</u>	Time:	<u>4:30 p.m.</u>
APPROVED BY:			
Approving Administrator – President:			
		Date: <u>1/29/2026 9:16 PM EST</u>	
General Counsel/Chief Legal Officer:			
		Date: <u>2/2/2026 11:22 AM EST</u>	