NAMING TERMS, LIMITATIONS AND CHANGES

Naming opportunities are intended to honor both the University and the donor. Although the name given to a facility will often continue to be used for the life of the facility, naming recognition in some circumstances may be limited to a stated term, and also may be revisited or revoked in circumstances where it is no longer deemed to be in the best interest of the University and/or the donor. All naming agreements should clearly indicate that the naming will be limited to the asset’s useful life and that the gift may be revoked at the discretion of the University or Board of Regents for cause.

Revocation for Cause
While there may be other reasons to revoke an agreed-upon name for a University asset, the two primary causes for revocation are when the naming of an asset for a donor or donor’s designee would harm the reputation of the University or when the agreed upon philanthropic commitment associated with the naming is not met.

Revocation to Preserve University Reputation
As a public institution, the University must make every effort to avoid any association that could reflect adversely on its good name and reputation. Therefore, the University and the Board of Regents reserve the right to unilaterally revoke the name of a University asset when that naming could harm the reputation or name of the University. Examples of such developments include, but are not limited to, a donor who is convicted of a felony or crime involving moral turpitude.

Revocation for Donor Financial Shortfall
The University and the Board of Regents reserve the right to unilaterally revoke the name of a University asset when the donor fails to fulfill the agreed upon philanthropic commitment associated with the naming opportunity. When possible, the donor may be offered another naming opportunity that is appropriate for the commitment actually fulfilled by the donor.

Changes to Named Structures
If a named building is razed or replaced at some future date that is earlier than its reasonably anticipated useful life and the former name will no longer be used, the University will work to find another appropriate naming opportunity or recognition of the donor. Whenever possible, the donor and/or his or her contact person should be notified of the decision to demolish or replace the facility before any public announcement or implementation of a change. It may be appropriate to place a plaque or signage in or on the new building to indicate that, it occupies the site of a building formerly known by another name.

Functional Names and Relocations
Because functions within a building may change over time, the use of functional names for major buildings (e.g. the John Smith Economics Building) should be avoided. In cases where functions change within the building, after naming, the name will remain
with the building and the functional name will be deleted (e.g. the John Smith Economics Building may become the John Smith Building). In cases where a named physical entity within a building is to be relocated within the same building or to a different building, and the new space will serve the original purpose, requests can be made to transfer the naming to the new space, if appropriate, by working through the University of Minnesota Foundation.

Donor-Requested Name Changes
If a donor requests that a name of a physical entity be changed (e.g., in the case of a divorce or corporate merger) requests can be made through the U of M Foundation and will generally be honored. Under these circumstances, the donor requesting the change may be asked to pay any costs associated with making the change, such as new signage.

Distinction between Naming a Building or Space and Naming a Program
Naming a building or space for an individual or corporation does not suggest or imply that research programs, clinical programs, or any other activities contained within that space will also be named for the individual or corporation, nor that they will be published under the individual’s or corporation’s name.

Naming Signage
Individual building or space design will be a factor in determining if or how a donor’s name can be displayed on a building or space location. Size, color, wording and design of any signage must be agreed upon in advance, working with the building’s facilities management staff. Certain corporate fonts, colors and logos may not be allowed if they are not deemed appropriate or in keeping with the design for the location.