

SUMMARY

NAMING OF FACILITIES & PROGRAMS UNIVERSITY OF WISCONSIN-LA CROSSE

General Guidelines for Naming Rights - Facilities

Naming opportunities may include new facilities that are to be constructed or acquired and existing facilities without a permanent name. **These guidelines are meant to serve as a general rule of thumb as each building and the spaces within and adjacent are unique.** New construction projects that are funded entirely through philanthropic support should be considered on a project-by-project basis and the gift should be directed to the construction of the project.

Naming rights in facilities may be utilized as an additional incentive for gifts of endowment to support student scholarships or scholarly activities by faculty and staff. Limited term naming rights may be approved for non-endowment gifts with the general rule that the gift amount should be double the amount listed below and the term should not exceed 20 years. The naming area should align with the designated area of the gift as much as possible. **See Appendix for current and future building-specific opportunities.**

\$2,000,000: Building, subject to approval by University of Wisconsin Board of Regents

\$1,000,000: Major Hall (i.e. Hall of Nations), Building Wing, Addition/Annex

\$750,000: Grand Lobby

\$500,000: Graff Main Hall Auditorium, Small Hall, Administrative Office Suite

\$250,000: Dean's Office Suite, Large Courtyard

\$150,000-\$100,000: Large Lecture Classroom, Research Laboratory, Small Courtyard, Academic Office Suite, Large Office Suite

\$75,000: Computer Laboratory, First-story Classroom

\$50,000: Office Suite, Large Conference Room

\$25,000: Upper-story Classroom, Small Conference Room, Academic Study Area

General Guidelines for Naming Rights - Programs

Naming opportunities are also available and encouraged to support programs, positions, centers and other non-facility opportunities across campus. **These guidelines are meant to serve as a general rule of thumb as each program is unique.**

Naming rights for programs should be associated with gifts of endowment that support the program directly or the scholarly activities by faculty and staff within that program. The naming area should align with the designated area of the gift as much as possible.

\$10,000,000: College

\$2,500,000: School, Dean

\$1,000,000: Department, Dept. Chair

\$500,000: Professor

\$250,000: Director, Academic Center

\$100,000: Visiting Lecture Series

\$25,000: Endowed Scholarship