

GENESEO

THE GENESEO FOUNDATION, INC. NAMING GUIDELINES AND OPPORTUNITIES

These guidelines are designed to accommodate donor expectations and college needs while keeping SUNY Geneseo's mission and policies paramount in the making of such decisions.

Geneseo's *Naming Guidelines and Opportunities* adhere to the policy defined by SUNY document 9251 "Naming Opportunities on State University Campuses, Policy" and procedures defined by SUNY document 9252 "Naming Opportunities on State University Campuses, Procedures". Those policies and procedures are not repeated in this document.

College units and representatives should understand that the naming process, other than stated minimums, is one of negotiation and partnership between the college and the donor. However, the following guidelines must direct this process:

1. Guidelines

All campus namings are subject to modification if a future action or event occurs that will cause irreparable injury to the college's image, reputation, or ability to pursue its mission. The campus entity/boards that approved the initial naming must first approve any name removal decision.

At the direction of the President, the VPCA is responsible for coordinating the College's naming approval process.

Each proposal for naming will be presented in writing to the appropriate cabinet level leader for approval, before submitting for approval to the VPF&A and President.

Approved namings, once funded, will be submitted to the Director of Donor Relations who will be responsible for developing and implementing multi-year stewardship plans for review and approval by the VPCA and President.

3. Naming Opportunities

Gifts made for endowed, restricted or unrestricted purposes in support of SUNY Geneseo shall be made through the Geneseo Foundation. Gifts to be recognized by the naming of a fund or physical space or object are subject to the policies set forth in this document.

These policies should be revised periodically in consideration of:

1. For endowed funds, the gift amount should generate annual earnings sufficient to either fully fund the specific objective or substantially support it.
2. The capacity of the college’s prospect base and the inclination of that prospect base to consider the gift levels presented through “stretch gifts”.
3. Gift levels should stand the test of time; meaning that when looking back the gift amount related to the naming opportunity granted is viewed as reasonable and prudent.
4. Naming recognitions under \$50,000 and for athletics facilities are subject for reconsideration every ten years.

The listing that follows is not intended to be comprehensive. As specific fundraising initiatives are developed, gift naming opportunities will be created unique to the circumstances of the initiative. Those opportunities should be consistent with these guidelines and policies.

Any gift opportunity at Geneseo not specifically addressed here should be approved by the Executive Committee of The Geneseo Foundation Board of Directors.

ENDOWED STUDENT SCHOLARSHIPS AND AWARDS

Full Scholarship	\$400,000	Student Internship	\$100,000
Scholarship	\$25,000	Honors Student Support	\$50,000
Undergrad Research	\$100,000	Externship Endowment	\$25,000

ENDOWED NAMING OPPORTUNITIES – FACULTY AND STAFF

Department Chair	\$2.5 million	Athletics Director	\$2.5 million
Director of Libraries	\$2.5 million	Head Coach	\$1 million
Professorship	\$2 million		
Visiting Scholar	\$1.5 million		
Assistant Professorship	\$750,000		

ENDOWED NAMING OPPORTUNITIES – PROGRAMS

School or Academic Center	\$6 million	Library Acquisition	\$25,000
International Study Abroad Fund	\$100,000	Multicultural Programming	\$25,000
Lecturer Series	\$100,000	Milne Library or MacVittie Union	
Performing Arts Series	\$500,000	Gallery Exhibit	\$100,000
Leadership Program	\$50,000		
Geneseo First Response	\$50,000		

**ENDOWED NAMING OPPORTUNITIES –
CAMPUS-WIDE SPACES**

As spaces and facilities vary greatly across campus, these guidelines are intended to be used with considerable flexibility, but the amounts presented should be regarded as required minimum gift levels. Individual exceptions should be brought to the President’s Cabinet for approval.

THE NAMING OF BUILDINGS

Geneseo’s buildings should be named with great care and only in the presence of what would be considered an institutionally transformative gift. In securing such a gift a balance should be sought between donor recognition objectives and ensuring that the naming decision will stand the test of time.

It is the general college policy to name buildings for benefactors (or parties benefactors are seeking to honor) only with the required minimum gift commitment of **50 percent of the cost of the funding needed for new construction or major renovations**. Such a gift commitment must be payable over a five-year pledge term.

SPACES

Common Area	\$500,000	Lounge	\$100,000
Classroom	\$250,000	Laboratory Room*	\$100,000 - \$350,000
Seminar Room	\$200,000	Fac/Staff/Administrative Office	\$30,000
Conference Room	\$150,000		
Lobby	\$150,000		

*Based on location and square footage

UNIQUE SPACES – Minimum Gift Amount \$150,000

Examples of Available Space:

- | | |
|---|-----------------------------------|
| The College Green | MacVittie College Union Hunt Room |
| Erwin Lobby | MacVittie College Union MOSIAC |
| Gymnasium in Schrader Hall | Milne Library Lobby |
| ISC Atrium | Milne Library Patio |
| MacVittie College Union Ballroom | South Hall Atrium |
| MacVittie College Union Lobby | South Hall Lobby |
| MacVittie College Union Patio | Sturges Auditorium |
| MacVittie College Union Fireside Lounge | Wadsworth Lobby |
| Doty Reception Hall | |

ATHLETICS

Stadium	\$1,500,000
Main Field	\$1,000,000
Second Field	\$750,000
Press Box	\$150,000
Team Rooms	\$100,000
Sports Walk	\$250,000
Score Boards	\$50,000 each
Field Box (2)	\$20,000 each
Swimming Pool Complex	\$1,000,000
Swimming Pool	\$500,000
Diving Pool	\$500,000
Track Complex	\$1,000,000
Track	\$250,000
Track Building	\$250,000
Throwing Area	\$50,000
Softball Complex	\$1,000,000
Dugout Home	\$30,000
Dugout Visitor	\$20,000
Hockey Rink	\$1,500,000
Ice	\$300,000
Team Bench – Home	\$75,000
Team Bench – Visitor	\$50,000
Penalty Box (2) each	\$50,000
Scoreboard	\$50,000
Bleacher Sections	\$50,000
Team Room Merritt	\$100,000
Schrader Court	\$250,000
Saratoga Field	\$1,000,000
Varsity Field	\$750,000
Second Field	\$750,000
Tennis Courts	\$100,000
Locker Room	\$100,000
Athletic Center	\$100,000
Basketball Court	\$250,000
Coach’s Office	\$50,000
HIF Atrium Merritt Lobby	\$150,000
Training Room Merritt	\$50,000
Team Room	\$100,000
Film Room	\$200,000

Coach’s Suite	\$150,000
Coach’s Office	\$30,000
College Fitness Center	\$1,000,000
Schrader Court	\$250,000
Schrader Lobby	\$150,000
Intercollegiate Workout Center	\$200,000
Saratoga Field	\$300,000
Varsity Field	\$200,000
Second Field	\$200,000
Tennis Complex	\$500,000
Tennis Courts (each)	\$35,000

NAMING OF ANNUAL GIFTS

Geneseo welcomes annual gifts to support student scholarships, research, technology, internships, and other institutional priorities. These annual contributions may be named, with a minimum commitment of \$5,000 per year when accompanied by a written commitment for five years. Annual contributions of smaller amounts, though not named, may be designated for a specific existing program, such as student scholarships.

Approved 10.3.22