



Operational Area	Business, Finance and Facilities
Responsible Executive	Chief Advancement Officer, Chief Operations Officer
Responsible Office	Foundation Office
Effective	July 1, 2025

Naming of Facilities, Endowed Positions, and Honorary Grants Policy

Business, Finance and Facilities

Contents:

- I. Introduction
- II. Background
- III. Roles and Responsibilities
- IV. Policy Statement
- V. Related Information
- VI. Policy History
- VII. Policy Approval

I. INTRODUCTION

- A. **Authority:** Colorado Revised Statutes (C.R.S.) § 23-54-102, *et seq.* (2025) authorizes the Trustees of Metropolitan State University of Denver (MSU Denver or University) to establish rules and regulations to govern and operate the University and its programs. The MSU Denver Trustees retain the authority to approve, to administer, and to interpret policies pertaining to University governance. The MSU Denver Trustees authorize the MSU Denver President to approve, administer, and interpret policies pertaining to University operations.
- B. **Purpose:** This policy governs the naming rights to facilities, endowed positions, and honorary grants at MSU Denver.
- C. **Scope:** This policy governs programs and facilities funded solely by MSU Denver and should be read in conjunction with the Metropolitan State University of Denver Foundation, Inc. "Gift Acceptance Policy"; the Metropolitan State University of Denver "Other Revenue Generating Programs" and "Sponsorships" policies; and the Auraria Higher Education Center campus-wide policies regarding the naming of shared facilities, areas and spaces as developed by the AHEC Policy Development and Shared Operations Committee.



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II. BACKGROUND

A. Background Information:

1. It is sometimes the case that the MSU Denver Foundation (the Foundation) may wish to offer a naming opportunity to a donor to recognize the generosity of the donor. The opportunity to place a name on a building, department, chairmanship or some other object, can be a powerful incentive to give at a leadership and transformational level.
2. The University maintains a Naming Rights Policy that was last updated in 2019, that lists the gift amounts at which the University will recognize a donor with a naming opportunity. Excluded from the list are two naming opportunities that should be included: *deanship and directorship*, as they have and will come under discussion.

B. Analysis:

1. In 2022, University Advancement asked its campaign consultant to conduct research at comparable institutions both within and outside the Denver Metro Area to determine whether the MSU Denver gift ranges and corresponding naming rights were competitive with similar organizations. During this research, the consultant found that comparable organizations including Colorado State University, CU Denver, CU Boulder, University of Denver, and Children's Hospital Colorado are offering deanships and directorships at a range of:
 - a. Deanship: \$5M - \$6M
 - b. Directorship: \$1M - \$5M
2. In most cases, MSU Denver is at the low end of the ranges, which is to be expected, given our more recent entry into major and transformational gift fundraising. It is not recommended that MSU Denver revisit the entire list of naming opportunity levels until the next campaign is being planned.
3. In the meantime, the staff recommend that the rates assigned to deanships and directorships be in line with its consultant's market research: a \$3M deanship and a \$1.5M directorship.



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4. Additionally, a \$3 million deanship opportunity has already been presented to one set of donors as part of the Roadrunners Rise Campaign.
5. Resources: No additional resources are needed to support this policy revision.

III. ROLES AND RESPONSIBILITIES

- A. **Responsible Executive:** Chief Advancement Officer, Chief Operations Officer
- B. **Responsible Administrator:** Associate Vice President of University Advancement
- C. **Responsible Office:** Foundation Office
- D. **Policy Contact:** Associate Vice President of University Advancement, Shelley Thompson, 303-605-7801
- E. **Prior Review:** The following individuals or groups have reviewed this policy:
 - a. Vice President of University Advancement
 - b. AVP of University Advancement
 - c. CFOO of the MSU Denver Foundation
 - d. MSU Denver Foundation Gift Acceptance Committee (a.k.a. Audit and Finance Committee)

IV. POLICY STATEMENT

A. Introduction:

1. In fulfilling its mission, the University receives support from individuals, corporations, foundations, nonprofit organizations, and other donors. Support in the form of donations allows the University to minimize its dependence upon public funding, and to maximize its autonomy through the creation of its own wealth.
2. Provision for naming rights enables the University to:
 - a. Honor those who have rendered outstanding service to the institution; and/or,



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Business, Finance and Facilities

- b. Recognize those who make a prominent and/or permanent investment in the University through donations.
3. Naming rights may be granted in relation to:
 - a. The name of a building, part of a building, a complex, and any other University facilities;
 - b. Schools, departments, and centers;
 - c. An academic position, an academic program, and a lecture or series of lectures;
 - d. A scholarship, prize, or award.

B. Fitness Clause:

1. Naming rights may be offered to those whose service and/or generosity to the University:
 - a. Advance the academic mission of the University;
 - b. Are consistent with the core values of the University;
 - c. Further the capacity of the University to meet its objectives; and
 - d. Enhance the growth and reputation of the University.

C. Rescinding Recognition:

1. If a naming is deemed to no longer be in the best interest of the University or the donor, it is possible that the naming may be revoked by the University, the donor and/or the donor's family, following consultation with the Vice President of University Advancement, the President of the University, the MSU Denver Foundation Board, and the Board of Trustees.
2. Final rescission of a naming must be approved by the Board of Trustees.

D. Aims of the Naming Rights Policy:

1. The Policy on 'Naming Rights' is designed to:
 - a. Support the development of an active culture of recognition;



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Business, Finance and Facilities

- b. Provide a comprehensive framework within which to administer naming rights; and
- c. Provide incentives for companies, individuals and other donors to support the University.

E. Naming Facilities:

1. The naming of a building, part of a building, a complex, and any other University facilities or portions of facilities (Facilities) shall be governed by the following:
 - a. A Facility can reflect the name of any person or entity subject to the Fitness Clause.
 - b. Gifts of more than \$1 million must be approved by the University's Board of Trustees. Gifts less than \$1 million may be accepted by the President of the University after consultation with the Board of Directors of the Metropolitan State University of Denver Foundation, Inc. (Foundation Board) or a committee of the Foundation Board.
2. Gifts should generally be equal to 50% of construction costs of a Facility; however, a higher or lower percentage may be applied dependent upon the prestige associated with the Facility, the uniqueness of a Facility's location, the uniqueness of the role played by the Facility, and/or the uniqueness of construction costs associated with a Facility. Funds donated in connection with the naming of a facility need not necessarily be applied to the construction cost of the facility but can be used for other purposes as mutually agreed with the donor. Deviations may be approved by the University's Board of Trustees.
3. The duration of naming rights is generally considered to be for the useful life of the Facility. Accordingly, naming rights will typically expire in the event a Facility is replaced, renovated, destroyed, or ceases to be used by MSU Denver. Notwithstanding, an estimated useful life should be established and agreed upon by the donor and University beforehand. A right of first refusal to the continued naming of a Facility may be granted on mutually agreed terms.



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Business, Finance and Facilities

F. Naming Endowed Positions:

1. An Endowed Position may reflect the name of any person or entity subject to the Fitness Clause.
2. The endowment levels below indicate the minimum funding required from donors. Each chair, professorship, or other endowment may need to be funded at a higher level to meet the needs of a specific program:
 - a. \$25,000 minimum for a partial Endowed Scholarship
 - b. \$75,000 minimum for a Full Endowed Scholarship (amount to be adjusted as necessary to address future changes in tuition)
 - c. \$100,000 Lectureship
 - d. \$500,000 Professorship
 - e. \$1.5 million Chair
 - f. \$1.5 million Program
 - g. \$1.5 million Directorship
 - h. \$3 million Deanship
 - i. \$3 million Center/Institute
 - j. \$5 million Department
 - k. \$10 million School or College
 - l. Price may be higher based on prestige and visibility
3. All Endowed Position minimums will be reviewed on a regular basis (at least every three years) to allow for adjustments based on the prevailing current market.

G. Honorary Naming Rights:

1. The naming of any Endowed Positions or Facilities without an associated donation to the University or its Foundation (Honorary Grant) shall be governed by the following:



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Business, Finance and Facilities

- a. Any eligible natural person can receive an Honorary Grant, subject to the Fitness Clause. Companies or other forms of entities may not receive Honorary Grants.
- b. The University may honor those in the community who deserve recognition by naming a Facility or Endowed Position after such a person, without requiring any donation to the University. However, the University recognizes any Honorary Grant imposes an opportunity cost on the University's ability to raise funds in connection with the naming of such Facility or Endowed Position. Consequently, all Honorary Grants should be carefully considered and any decision to offer an Honorary Grant should weigh the opportunity cost against the desire of the University community to honor the grantee.
- c. Active politicians, University members, Board of Trustees, and Foundation Board members are not eligible for Honorary Grants until at least 12 months after they have ceased to serve in such a position.
- d. Honoree naming rights shall have a maximum term no greater than the term which would otherwise be granted if the right was granted for philanthropic purposes, (i.e. the useful life of the Facility).
- e. Any Honorary Grant must be approved by the Foundation Board and the Board of Trustees.

V. RELATED INFORMATION

- A. [MSU Denver Foundation - University Foundation: Acceptance of Gifts and Donations Policy](#)
- B. [MSU Denver Sponsorships Policy](#)
- C. [AHEC Naming Facilities at Auraria Higher Education Center Policy](#)

VI. POLICY HISTORY

- A. **Effective:** July 1, 2025
- B. **Original Enactment:** December 4, 2015



Operational Area	Business, Finance and Facilities
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Naming of Facilities, Endowed Positions, and Honorary Grants Policy

Business, Finance and Facilities

- C. **Revised:** 2025 revision added minimum levels for naming rights of donors of \$1.5 million for Directorship and \$3 million for Deanship, and April 1, 2019.
- D. **Review:** This policy will be reviewed every five years or as deemed necessary by University leadership.

VII. POLICY APPROVAL

A handwritten signature in blue ink that reads "Janine Davidson".

Janine Davidson, Ph.D.
President, Metropolitan State University of Denver

A handwritten signature in blue ink that reads "Kristin Hultquist".

Kristin Hultquist
Chair, Board of Trustees, Metropolitan State University of Denver