

Board Procedure 800.3: IVCCD Naming Rights

Community Relations

Naming Thresholds

To ensure consistency and transparency in recognition practices, the following minimum gift levels apply to the naming of district facilities and spaces. All amounts represent minimum thresholds; higher amounts may be required depending on project scope, renovation costs, and Board discretion.

Major Facilities require the highest investment, including entire buildings and large-scale venues. Academic and training spaces reflect the cost of specialized equipment and educational impact. Administrative spaces are based on size, visibility, and function. Service recognition naming is exempt from monetary donations. All naming rights require board approval.

Major Facilities (minimums)

- Entire Building – \$1,000,000
- Auditorium/ Arena/ Facility – Determined by project budget

Academic & Training Spaces

- Library – \$500,000
- Student Activities Center/Gymnasium – \$500,000
- Computer/Technology Lab – \$250,000
- Specialized Classroom/Lab – \$150,000
- Student Collaborative Area – \$100,000
- General Classroom – \$50,000

Offices & Administrative Spaces

- Conference Room – \$15,000
- Office – \$5,000

Special Initiative Endowments

- Full Faculty Position – \$1,000,000
- Partial Faculty Position – \$500,000

Gift Payment and Donor Recognition

Gifts may be made as a lump sum or pledged over an agreed upon period, unless otherwise approved. Signage will be installed after a donor agreement is executed and a meaningful portion of the commitment has been fulfilled.

The Naming Rights Donor Agreement is available below:

This Naming Rights Donor Agreement (“Agreement”) is entered into by and between Iowa Valley Community College District (“IVCCD”) and [Donor Name] (“Donor”) as of [Date].

1. Purpose

This Agreement sets forth the terms and conditions under which IVCCD grants naming rights for [Facility/Space/Program Name] in recognition of the Donor’s significant philanthropic contribution or distinguished service, in alignment with IVCCD’s mission.

2. Naming Opportunity

- The naming opportunity applies to [describe facility/space/program], as designated by IVCCD.
- The name shall be displayed as “[Name] [Facility Type]” and must comply with IVCCD design standards.

3. Approval and Authority

- The Board of Directors retains final authority over all naming rights.
- The President will review this proposal for alignment with IVCCD’s mission and values and submit a recommendation to the Board.
- No naming becomes final until formally approved by the Board.

4. Term and Conditions

- Naming rights are granted for a maximum period of 50 years unless otherwise specified in this Agreement.
- If the named space undergoes repurposing, relocation, or major renovation, IVCCD will work with the Donor to provide recognition consistent with the original intent, including relocating signage or assigning naming rights to a comparable area for the duration of the term.

- After the 50-year period, naming rights expire automatically. IVCCD may review the name, assign a new honoree, or seek a new philanthropic naming opportunity.

5. Criteria

- Naming may honor individuals living or deceased, regardless of profession or financial contribution to IVCCD.
- All naming decisions must reflect positively on IVCCD and align with its educational mission.

6. Gift Payment

- The Donor agrees to contribute a total gift of \$[Amount], which meets or exceeds the minimum threshold for the designated facility/space.
- Gifts may be made as a lump-sum or pledged over up to [an agreed upon period].
- Signage will be installed only after a donor agreement is executed and
- a meaningful portion of the commitment has been fulfilled.
- If pledge is not fully fulfilled within the contract terms, the signage may be removed.

7. Donor Recognition

Recognition signage will comply with IVCCD design standards and shall not be promotional or imply product endorsement.

8. Donor Recognition Events

IVCCD may consider a donor recognition event in connection with an approved naming opportunity. Any event details, including the format, timing, participants, and recognition activities, would be determined by IVCCD in consultation with the donor. Any event would be subject to IVCCD policies, available resources, and scheduling.

9. Publicity

- IVCCD may publicly announce the naming opportunity and the Donor's contribution through press releases, social media, website updates, and other appropriate channels.
- The Donor may be featured in IVCCD publications, newsletters, and promotional materials, subject to the Donor's approval of content and images.
- IVCCD and the Donor will collaborate to ensure all publicity reflects positively on both parties and aligns with IVCCD's mission and values.
- The Donor may request confidentiality or limitations on publicity, which IVCCD will honor to the extent possible under applicable law and policy.

10. Removal or Modification of Name

IVCCD reserves the right to decline a naming proposal or remove an existing name if contractual terms expire, if the facility's use changes, or if the donor's reputation significantly diminishes in a way that could harm the institution.

11. Compliance

All naming agreements must comply with federal and state law, IVCCD policies, and accepted ethical standards in higher education philanthropy.

12. Entire Agreement

This Agreement constitutes the entire understanding between IVCCD and the Donor regarding the naming rights described herein.

IN WITNESS WHEREOF, the parties have executed this Agreement as of the date first written above.

Iowa Valley Community College District

By:

Title:

Date:

Donor

By:

Title:

Date:

Date of Review: September 9, 2026

Date of Revision: September 9, 2026

Date of Adoption: January 14, 2026

Date of Adoption: January 14, 2026

Formerly Board Procedure 840