



**Naming University Facilities and Units, Appendix II
Request for Approval of Non-Donor Naming Proposal
(Approved by the UNCG Board of Trustees 5/1/14)**

**THE UNIVERSITY OF NORTH CAROLINA AT GREENSBORO
REQUEST TO APPROVE GIFT LEVELS FOR FUTURE DONOR NAMING
PROPOSALS**

UNCG ATHLETICS STRATEGIC PLAN INITIATIVE: Campaign for Champions

PURPOSE:

As part of the strategic plan (The Spartan Way 2017-2022) launched by UNCG Athletics in 2017-18, several critical facility and endowment needs were identified as fundraising priorities. Athletics has successfully launched the 5 for 5 effort with a goal of raising \$5 million in celebration of the five Southern Conference Championships won in 2017-18 to help fund these priorities.

DESCRIPTION OF THE FACILITY OR UNIT TO BE NAMED:

Nutrition Center in the Speed, Strength & Conditioning Center

- Proposed Naming Level: \$150,000 to \$200,000

Sprint Turf Track Area in the Speed, Strength & Conditioning Center

- Proposed Naming Level: \$150,000 to \$200,000

Space identification and pricing levels were established by review of naming strategies used for the approved naming levels for the Nursing and Instructional Building as well as the previously approved naming opportunities for the Campaign for Champions 5 for 5 initiative.

Pricing levels for the various spaces were based on square footage, profile of the sport using the space, location and visibility of the area, and the number of student-athletes who utilize the space.

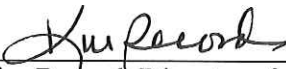
In particular, the above proposed naming levels are in line with the previously approved naming levels for the other major spaces in the Speed, Strength & Conditioning Center: Cardio Section (\$150,000 to \$200,000) and Free Weight Rack Section (\$150,000 to \$200,000).

The gifts made will be utilized to fund the above-mentioned facility projects and endowment.

Price ranges for designated spaces are provided to create some flexibility in negotiating with donors who are interested in funding a space. Exceptions to the established prices would need to be vetted through the Chancellor and the Board of Trustees.

We propose approval of these naming levels by the Board of Trustees.

Nominator:



Kim Record, Director of Athletics
UNC Greensboro

9/8/19

Date

I certify that this naming proposal and any accompanying agreement(s) comply with UNCG and UNC Board of Governors' policies.



Beth Fischer, Vice Chancellor
University Advancement

9/6/19

Date

Kathy Manning, Chair
University Advancement Committee, Board of Trustees

Date

- APPROVED
- NOT APPROVED

If not recommended for approval, please include the rationale for the Advancement Committee's decision.