



**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)**

UNC GREENSBORO

REQUEST TO APPROVE GIFT LEVELS FOR FUTURE DONOR NAMING PROPOSALS

UNCG Athletics Strategic Plan “5 for 5” Initiative:

PURPOSE:

As part of the UNCG Athletics strategic plan launched in 2017-18, several facility and endowment opportunities have been identified as critical fundraising priorities. These priorities will provide financial support to the overall vision of building a nationally recognized model for mid-major athletic programs and strengthen the efforts of UNCG Athletics to pursue academic and athletic excellence for our student-athletes.

In celebration of the five Southern Conference Championships won last year, UNCG Athletics plans to launch “5 for 5”- a \$5 million fundraising effort to help fund these priorities. This goal includes facility projects (\$2 million) and endowment (\$3 million).

The Board of Trustees formally approved the naming levels for the endowment levels last fiscal year on December 12, 2017. This naming level proposal is for the facility namings only.

DESCRIPTION OF THE FACILITY OR UNIT TO BE NAMED:

The attached list presents opportunities for naming entire spaces to naming individual spaces within each area. Pricing levels for the various spaces are based on square footage, the profile of the sport using the space, location and visibility of the area, and the number of student-athletes who utilize the space.

We followed the same process for space identification and pricing levels as our colleagues did when establishing the approved naming levels for the Nursing and Instructional Building.

The focus of the naming opportunities will center on the following facility projects:

- Converting the existing Weight Room on the lower level of the Coleman Building into a modern and impactful Speed, Strength & Conditioning Center
- Converting the former Athletic Equipment Room on the lower level of the Coleman Building into an Academic Center.
- Converting the round shaped room adjacent to the current Men’s Basketball Practice Facility on the lower level of the Coleman Building into a Men’s Basketball Nutrition Center and Recruiting Lounge.
- Renovating the Existing Men’s and Women’s Basketball Offices Suite on the 3rd level of the Coleman Building.

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


Nominator:



Kim Record, Director of Athletics
UNC Greensboro

9.11.18

Date



Craig Fink, Sr. Associate AD for Advancement &
Chief Revenue Officer
UNC Greensboro

9/11/18

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

9/11/18

Date

Betsy Oakley, Chairperson
Advancement Committee, Board of Trustees

Date

- APPROVED
 NOT APPROVED

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