



## **SVHS FALCON CLUB AND SCOTTS VALLEY SPORTS COMPLEX GIFT NAMING GUIDELINES AND POLICIES**

### **INTRODUCTION**

Scotts Valley Sports Complex (SVSC) is a project of the Scotts Valley High School Falcon Club, a volunteer organization headquartered in Scotts Valley, California. The Falcon Club is a nonprofit, 501(c)(3) organization. The club's Tax Identification Number is 42-1537478.

SVSC is dedicated to creating an environment in which every student and member of the Scotts Valley community has the opportunity to explore their athletic interests, reach their fullest potential, and develop the skills necessary to lead active, healthy lifestyles. Our goal is to enhance our community's athletic facilities at Scotts Valley High School, with current fundraising efforts centered on the stadium, track and field.

The Falcon Club and SVSC are grateful for the contributions received to help fulfill their mission and goals. These Gift Naming Guidelines and Policies were developed, in collaboration with the district administration and trustees, to allow interested donors to receive recognition that is meaningful, appropriate, equitable, and consistent with the mission of SVSC, the Falcon Club, and Scotts Valley High School (SVHS).

### **OBJECTIVES**

The objectives of the Gift Naming Guidelines and Policies are to:

- Cultivate relationships with existing and prospective donors and encourage them to reach higher levels of giving;
- Honor individuals and other donors whose lives and activities exemplify the values of SVSC, the Falcon Club and SVHS;
- Provide guidance about the size and structure of gifts for particular naming opportunities;
- Promote uniform naming levels.

## APPLICATION OF THE GUIDELINES AND POLICIES

It is expected that these naming guidelines and policies will be applied in conformance with the district's established facility naming policies (BP 7310) in the context of the campaign to update the athletic facilities at Scotts Valley High School. They are intended to provide flexibility as deemed appropriate by SVSC and the Falcon Club. Naming opportunities will not come with any right to make decisions for SVSC or to influence anyone connected with SVSC or the Falcon Club in any manner. SVSC will review these policies and guidelines periodically to ensure that they are meeting the needs of the associated organizations and their generous donors.

Facilities, spaces, and features may be named for individuals, businesses, foundations, and organizations, provided that the gift is a new pledge or outright contribution.

The following recognition opportunities are examples. These examples are neither exclusive or binding, and additional options may be added at any time. Each opportunity may also be offered for a specified time period, allowing it to be 'refreshed' in the future independent of the "Renaming" or "Removal" situations discussed below.

<b>Sponsorship Opportunity*</b>	<b>Gift Amount</b>
Stadium	\$1,000,000
Press Box	\$500,000
Home and Away Seating Sections (2)	\$250,000
Track	\$250,000
Field Elements (3)	\$150,000
End zones (2)	\$100,000
Turf Field	\$100,000
Track Elements (2)	\$100,000
Ticket Booth Windows (8)	\$75,000
Track Lanes (8)	\$50,000
Hurdles and Equipment (20)	\$25,000

\* -- Numbers in parenthesis represent the maximum number of opportunities for the identified feature

## **DONOR RECOGNITION**

All donors who make a campaign gift of \$500 or more will be offered the option to be acknowledged with a personalized brick as part of the Brick Walkway. Note: Bricks that were previously purchased at the \$200 level will be “grandfathered” and included in the walkway under this policy.

Naming plaques will be ordered in an appropriate material and installed in an appropriate location. In some cases, recognition (the “plaque”) may take the form of lettering applied directly to the structure or feature. The size of the plaques/lettering may be adjusted based on the gift amount and the space available on the structure or feature. The plaque will include donor name, year the gift was made, and if applicable, the name of any individual being memorialized or honored. Additional language will be reviewed and approved by SVSC leadership. This review process will take into consideration the parity of request with other benefactors in a similar donor category.

## **AUTHORIZATION TO ACCEPT AND EXECUTE GIFTS**

SVSC shall be authorized to propose and negotiate terms of gift options for prospective donors, in accordance with this policy.

## **GIFT AGREEMENTS**

Other than for bricks, gifts that involve naming will be executed with a written gift agreement between a donor(s) and the District. The gift agreement will clearly and fully describe the terms regarding naming (including the steps to be taken if the terms are not met), relevant aspects of this guideline/policy document, and any related issues about the recognition and publicity of the gift.

## **DEPICTIONS**

Any renderings should be identified as conceptual and not a literal depiction of what the facility, space or plaque will ultimately be. In negotiating with donors, SVSC will ensure that donors understand that even when a facility, space or feature is named for them, they do not control the details of construction, furnishings or operations.

## **SIGNAGE AND PLACEMENT**

SVSC is responsible for reviewing and approving all donor-related plaques/signage to ensure that standards for recognition and graphics are met.

## **RENAMING OF FACILITIES OR FEATURES**

There may be circumstances that justify cessation of the use of a name or renaming a facility or feature, including but not limited to a change in use, substantial renovation, or demolition. When appropriate and feasible, some form of continuing recognition may be established under these circumstances. SVSC will make a best effort to contact the donor to present a plan to continue the recognition of the naming gift. If no related parties can be identified, the agreement will be considered terminated and SVHS may, at its sole discretion, approve another appropriate form of recognition.

Plaques already in place to recognize previous donors will remain in place as long as the location is appropriate. If the plaque must be moved due to renovations, equipment transfers, or other reason as deemed necessary, SVHS will make a best effort to notify the donor.

## **REMOVAL OF A NAME**

The District reserves the right to withdraw recognition and naming agreements should this action be deemed in its best interest. Such situations might arise in the case of a donor's failure to meet the financial commitment of a gift agreement, a name no longer being considered fitting or desirable in connection with the mission and values of SVHS, or some other situation unforeseeable at the time of the original naming. SVSC, the Falcon Club, and SVHS will judge such matters from all the facts and circumstances associated with each specific situation.

Adopted by the Scotts Valley High School Falcon Club/SVSC on:

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Adopted by the Scotts Valley High School on:

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Adopted by the Scotts Valley Unified School District on:

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