



UNIVERSITY OF HAWAII
BOARD OF REGENTS

UNIVERSITY OF
HAWAII

Office of Intercollegiate Athletics • 1337 Lower Campus Road • Honolulu, Hawai'i 96822-2370

October 16, 2014

MEMORANDUM

TO: Randolph G. Moore
Chairperson, Board of Regents

VIA: David Lassner
President, University of Hawai'i

FROM: Robert Bley-Vroman
Interim Chancellor, University of Hawai'i at Mānoa

Donna Vuchinich
University of Hawai'i Foundation President and CEO

Ben Jay
Director of Athletics, University of Hawai'i at Mānoa

UNIVERSITY OF HAWAII
PRESIDENT'S OFFICE

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SUBJECT: ESTABLISHMENT OF NAMING OPPORTUNITY LEVELS FOR
UNIVERSITY OF HAWAII AT MĀNOA ATHLETICS COMPLEX

SPECIFIC ACTION REQUESTED:

It is requested that the Board of Regents approve the naming opportunity levels of existing facilities in the University of Hawai'i at Mānoa Athletics Complex for private major gift support of the programs in Athletics.

RECOMMENDED EFFECTIVE DATE:

Upon Board of Regents approval.

ADDITIONAL COST:

No additional costs are associated with this request.

PURPOSE

Provide opportunities for prospective donors to support individual sport programs or units within the University of Hawai'i at Mānoa Athletics Department.

BACKGROUND INFORMATION:

Pursuant to Board of Regents Policy Chapter 10, Section 1, the Board of Regents are granted certain review and approval authority relative to the University of Hawai'i's land and physical facilities.

The University of Hawai'i Mānoa Athletics Department promotes academic achievement and competitive success allowing student-athletes to develop their overall capabilities and reach their full potential. Important values include sportsmanship, equal opportunity, and diversity.

The sport of Football competes in the Mountain West Conference and most of our other sports compete in the Big West Conference. Conference realignment will continue to occur and we must position ourselves as an attractive partner for future possible moves.

The University of Hawai'i at Mānoa will be launching a system-wide Capital Campaign and Athletics will play its part with the development of the Game Plan. The Game Plan is the Athletics Department's plan to increase its revenue from \$32 million to \$40 million over the next five (5) years. The plan provides an opportunity to enhance our winning tradition, both on and off the field, for student-athletes, stakeholders and fans, while pursuing an aggressive strategy to refocus and transform the department. The keys to reaching the goal of this bold and ambitious plan are: (1) strengthen our position as a nationally respected NCAA Division I-A Football Bowl Subdivision athletics program and a candidate for future conference expansion to a high-resource athletics conference (e.g. the Pac 12); (2) gain recognition as a national top 50 athletics program; (3) generate revenue opportunities that can sustain a budget that supports a Top 50 program; improve athletic competition and practice facilities to compete in recruitment of the best student athlete talent; (4) significantly improve game-day venue experience; (5) improve student-athlete academic success; and (6) strengthen our student-athlete health, strength and conditioning, and nutrition programs. A private gift funding campaign from 2012-2018 will spur growth in quality, compliance, and competitive success.

The system-wide Capital Campaign will impact the experience of our student-athletes and will involve the following core areas of investment funds: Annual Fund - supporting our Athletics Fund for Excellence and individual sport programs; Endowment and Planned gifts - supporting the scholarship and program funding; a Championship Facilities initiative as benchmarked with our peer institutions; and the signature 'Ahahui Koa 'Anuenue ("AKA") Preferred Seating and Parking program.

The Athletics Department is increasingly assessing all phases of philanthropic giving in support of program and scholarship funding. The naming opportunities recommended, offers various ways to provide additional funding to the program.

Term: Each naming opportunity will be for a term of ten (10) years from the date of the Agreement, or as long as the building's name space exists and has not been substantially renovated, whichever is shorter.

Donation Usage: In keeping with the integrity of the gift, ninety percent (90%) of the gift will go to the specified sport program or unit and ten percent (10%) of the gift will be deposited into an athletic building maintenance fund.

ACTION RECOMMENDED:

It is recommended that the Board of Regents approve the naming opportunity levels of existing facilities in the University of Hawai'i at Mānoa Athletics Complex for private major gift support of the programs in Athletics.

Attachment:
- *Naming Levels*

**University of Hawaii at Manoa
Athletics Department**

Donor Recognition Naming Opportunities

Room	Minimum Gift Per Space
Administration Building	
Conference Rooms (6)	\$100,000
Lecture Hall	\$250,000
Lobby - 3rd Floor	\$250,000
Media Relations Wing	\$150,000
Office - Athletics Director	\$100,000
Offices - Assistant Coaches (multiple)	\$50,000
Offices - Assoc AD (3)	\$50,000
Offices - Head Coaches (multiple)	\$100,000
Athletic Training (Rehabilitation Room)	
Exam Rooms (2)	\$50,000
Facility	\$500,000
Meeting Room	\$50,000
Offices (5)	\$50,000
Rehabilitation Area	\$50,000
Taping Area	\$50,000
Treatment Area	\$50,000
Ching Field	
High Jump Area	\$50,000
Pole Vault Area	\$50,000
Scoreboard	\$100,000
Track	\$1,000,000
Duke Kahanamoku Aquatic Complex	
Cover for Dryland Diving	\$250,000
Meeting Room	\$50,000
Office - Manager	\$50,000
Pools	\$500,000
Equipment Rooms	
Men's	\$100,000
Women's	\$100,000
Women's Meeting / Lounge Room	\$50,000
Golf	
Short Game Practice Area	\$500,000
Football	
Alum Players Wall	\$100,000
Meeting Rooms (2) each	\$50,000
Video Towers (3) each	\$250,000
Klum Gym	
Entry Lobby	\$250,000
Facility	\$3,000,000
Mezzanine	\$250,000

**University of Hawaii at Manoa
Athletics Department**

Donor Recognition Naming Opportunities

Room	Minimum Gift Per Space
Offices (4)	\$50,000
Practice Court	\$250,000
Strength and Conditioning Area	\$500,000
Les Murakami Stadium	
AD Box	\$100,000
Baseball Offices	\$100,000
Batting Cage	\$50,000
Bullpen	\$150,000
Coaches Locker Room	\$100,000
Dugouts (each)	\$200,000
Entry Gates	\$100,000
Field	\$1,000,000
Hospitality Room	\$250,000
Lobby	\$250,000
Team Locker Room	\$750,000
Student-Athlete Lockers (individual)	\$50,000
Offices	\$50,000
Pressbox	\$50,000
Suite Boxes – 1 st Level ((6) each	\$100,000
Suite Boxes – Field Level (6) each	\$100,000
Team Lounge	\$50,000
Training Room	\$50,000
Locker Rooms	
Locker Room (Coaches) each	\$250,000
Locker Room (Women's) each	\$250,000
Rainbow Wahine Softball Stadium	
Facility	\$2,000,000
Field	\$500,000
Home Bullpen	\$50,000
Home Locker Room	\$200,000
Lockers	\$25,000
Press Box	\$100,000
Scoreboard	\$250,000
Supporter's Lounge	\$50,000
Training Room	\$50,000
Umpire Dressing Room	\$25,000
Soccer Field	
Facility	\$2,000,000
Field	\$500,000
Scoreboard	\$100,000
Stan Sheriff Center	

**University of Hawaii at Manoa
Athletics Department**

Donor Recognition Naming Opportunities

Room	Minimum Gift Per Space
Basketball Floor	\$2,000,000
Booster Room (Diamondhead Hospitality Room)	\$200,000
Ewa Hospitality Room	\$200,000
Manager's Office	\$50,000
Scoreboard	\$500,000
VB Teraflex Floor	\$500,000
Student-Athlete Lockers (individual)	
Football	\$5,000
Men's Basketball	\$5,000
Men's Volleyball	\$5,000
Wahine Basketball	\$5,000
Wahine Volleyball	\$5,000
Women's Lockers	\$5,000
Team Locker Rooms	
Men's Basketball	\$250,000
Men's Volleyball	\$200,000
Wahine Basketball	\$250,000
Wahine Volleyball	\$200,000
Tennis Center	
Facility	\$1,000,000
Game Courts	\$100,000
Office Building	\$250,000
Offices (4)	\$25,000
Shade Structures (3)	\$25,000