

Brookdale Community College College Policy

2.0001 Naming Rights

I. Title of Policy

Naming Rights

II. Objective of Policy

To set standards to ensure that all College buildings, facilities, grounds, spaces, property, awards, programs or other College assets are named in a manner consistent with the Mission, Vision, Values and Strategic Priorities and Goals of the College.

III. Authority

New Jersey Statutes: County Colleges, N.J.S.A.18A:64A-12.

IV. Policy Statement

The College seeks to generate private financial support through the Brookdale Community College Foundation by providing opportunities for naming rights in the form of 1) philanthropic support and 2) sponsorships. An articulated Naming Rights Policy will ensure that the reputation and integrity of the College are maintained that-provides a framework for seizing new opportunities to generate philanthropic and sponsorship financial support.

The College Board of Trustees authorizes the President to develop regulations to implement rules, standards, and guidelines for the naming of College buildings, facilities, grounds, spaces, property, awards, programs or other assets.

V. Responsibility for Implementation

President, Vice President of Advancement and Board of Trustees

Proposed: 2/21/2013

Approved: 2/21/2013

Replaces previous 2.0001 Naming of Buildings (effective 2/2013)

Approved: Board of Trustees, 10/27/2020

Approved: Board of Trustees, 4/25/2023