

Principal Gifts USA

by Terry Burton

MasterCard Foundation
\$500 million pledge



Education is one of the keys to global sustainability. The MasterCard Foundation Scholars Program announced a transformational gift designed to raise the bar of higher education for students in Africa who have the talent but lack the finances.

\$500 million is on the table. \$45 million went to Michigan State University and others, all part of a global network with the goal to help educate African students. MSU funding will support 100 undergrads and 85 students in masters degree programs over the next nine years. Visit the MasterCard Fdn for details.

US College Football

ASK Amount & Naming Opportunities Survey



Photo courtesy of the University of Texas, Athletics

Research Strategist ON CALL

September to December is a busy time of year. When you find your department is overloaded with requests and you don't have the budget for more full time staff, take a deep breath and look this way.

What do you NEED?

- Analysis of Wealth Screening results
- Benchmark Reports
- Strategic Planning Session
- Major Gifts Research in Canada
- Ranking & Rating Analysis
- ASK Amount Strategies

Call for your quote (519) 997-2881



\$247 million

University of Louisville, Engineering

An enormous gift-in-kind of computer software from Siemens PLC to the University of Louisville, School of Engineering; the software is a suite of product lifecycle management that aids in design, lifecycle management and manufacturing

\$125 million

Oregon Health Sciences University

Another legacy style gift from Penny and Phil Knight in the state of Oregon; funds will be used to establish the OHSU Cardiovascular Institute; in 2008 the couple gave \$100 million to endow the OHSU Knight Cancer Institute; Phil Knight is the founder of Nike Inc.

\$100 million

Fox Medical Research Tower

A gift from Robert A. and Penny Fox to the Wistar Institute in Philadelphia, recognized with the naming of the Fox Medical Research Tower

\$60 million

Northwestern University, D'Amore-McKim School of Business

A joint gift from two alumni recognized with the naming of D'Amore-McKim School of Business

\$45 million

Michigan State University

One of a select group to receive major funding from the MasterCard Foundation to support students from Africa

\$32 million

Michigan State University, School of Art

The Penny W. Stamps School of Art and Design was named in recognition of a gift from Penny and her husband E. Roe Stamps

\$30 million

Motion Picture & Television Fund

Steve Bing's donation to support the endowment fund of the organization

\$25 million

MD Anderson, Baylor & MIT

Robert A. and Renee E. Belfer Family Foundation gift to three universities ~ MD Anderson Cancer Center, Baylor University and M.I.T. called the Neurodegeneration Consortium in support of Alzheimers research

\$25 million

Columbia University, Business School

An anonymous donor, \$23.5 million designated to the new building balance to Business School's Social Enterprise program

\$25 million

Scripps Health, Los Angeles

Eileen and John R. Anderson IV donation to support expand of facilities at a new campus

\$23.7 million

Community Foundation of Jacksonville, FL

A gift from Delores and Wayne Weaver as they dissolved their own foundation

\$20 million

Cornell University

A gift from alum Arthur Wolcott to support financial aid programs, especially student athletes to attend Cornell

\$20 million

University of California, San Francisco

A gift from Charles Feeney in support of a new hub for Global Health Sciences at the UCSF Mission Bay campus

\$20 million

University of San Diego, Engineering

Darlene Shirley gift to support the expansion of the School of Engineering

\$18 million

Boston University, School of Law

A gift from Sumner Redstone to support the construction of the new School of Law

Total of this group of Principal Gifts ~ **\$978.7 million**

\$10 million Principal Gifts

announced in September 2012

\$10 million

Marion Rochelle to University of Wyoming for construction of new Gateway Center

\$10 million

Baylor Health Care System from oil and gas tycoon T. Boone Pickens
(picture to the right)



\$10 million

Tom Golisano donated \$12 million to expand Special Olympics' in Buffalo, NY

\$10 million

Thomas Temple Keeler gift to the University School in Hunter Valley, Ohio

\$10 million

John R. Oishei Foundation donation to the Women & Children's Hospital in Buffalo

Football – Naming Rights 2012

ASK Amounts for Naming Opportunities

- | | |
|---|--------------|
| • Florida Atlantic University ~ Name the Football Stadium, Ask Amount | \$10 million |
| • University of Illinois, Urbana, Ask Amount ~ Memorial Stadium Pavilion | \$10 million |
| • Butler University ~ Name the Scoreboard, In Perpetuity | \$10 million |
| • ~ Name the Scoreboard, 10 Year Term | \$500,000 |
| • University of Iowa ~ Name the Indoor Practice Facility | \$5 million |
| • James Madison University ~ Name the Stadium Complex | \$3 million |
| • Benedictine University, IL ~ Ask Amount Limited Term of 10 years for the Football Stadium | \$1,500,000 |
| • Long Island University ~ Name the Stadium | \$1,500,000 |
| • University of Virginia ~ Name the Field, Indoor Practice Facility | \$1 million |
| • University of Pennsylvania ~ Upper Atrium in Training Facility | \$500,000 |

Named Gifts received

- | | |
|---|--------------|
| • Baylor University – Gift from Walter & Sheila Umphrey to build a football stadium on campus | \$20 million |
| • University of California ~ Lisa and Douglas Goldman Plaza | \$10 million |
| • Michigan State University ~ Skandalaris Football Center football | \$5 million |
| • University of Virginia ~ Anonymous donor to George Welsch Indoor Practice Facility | \$5 million |
| • University of California unveiled Bank of the West video board at football stadium | Private Gift |
| • SWAC signed Toyota as Title Sponsor of SWAC Conference Championship Football Game | Sponsorship |
| • MAC signed four Marathon to a four year extension at Title Sponsor of MAC Championship game | Sponsorship |

Photo courtesy of Stanford University, Athletics



Benchmarks

for Naming Opportunities

Over the summer months there was a lot of talk in advancement circles of the next round of capital campaigns. Harvard will soon announce the public phase of their mega fundraising effort, projected to be \$5 billion or more. More than two dozen other campaigns are set to launch as well.

This brings us to the planning stage and the need for strategic information. Developing Benchmarks can provide critical data for senior fundraising staff when deciding on How Much to ASK to name a place, space or thing.

From what I have noticed, there are a lot of people who seem to underestimate the importance of such data. The long term implications of under-valuing the ASK Amounts are just as important as ASKING Too Much. There seems to be an accepted notion that a fundraising staff in Memphis, Tennessee for example, can use a TEMPLATE developed in Boston, Massachusetts, or vice versa, for the ASK Amounts of their naming opportunities. And then people in Atlanta, Phoenix, Sacramento, Baltimore, Toledo, Houston, Orlando, and many others, chimed in also wanting to get a FREE Template. Why do people do that? Perhaps because it is not THEIR Money. There is no sense of ownership involved and perhaps that is what leads people to treat this subject so casually.

I think the ASK Amount for a Property / Naming Opportunity in one community has a unique market value. There are local and regional factors that impact how much to ASK that you can't get from a Template.

Pro-Active Research

Which strategy to choose?

Even before you begin to gather the data for a benchmark report, I think it is very important to define what the naming strategy will be.

Naming Rights in recognition of a substantial Charitable donation, OR
Sell the Naming Rights as a commodity in the form of a Sponsorship

Fundamental Choices

Choose a strategy that includes some or all of these choices:

1. Named in Perpetuity
2. Named for a Limited Time Period
3. Named as a ONE Time event

Deciding on what combination of Naming Rights Strategies is a complex process. Take your time, don't rush. Chances are that you only get to do this ONCE.

For more information please call our office at (519) 997-2881.

FOOTBALL Naming Opportunities

Survey of Naming Opportunities at college football stadiums. Our research includes over 43,000 LISTINGS of ASK Amounts. Benchmark data like this is an example of the type of data available now in the Major Gifts Resource Centre. Looking to SAVE Time, Be more Efficient? Give us a call.

PARTIAL Lists shown below

Wake Forest University

Video Board	\$2,000,000
Press Area	\$1,000,000
Team Entry "Open the Gate"	\$500,000
VIP Gold Lobby	\$500,000
Deacon Hill Kids Area	\$50,000

Tulane University

Hall of Fame Club	\$3,000,000
Student Section	\$1,000,000
Press Centre	\$1,000,000
Ticket Box Office	\$250,000
Visiting Coaches Booth	\$50,000

University of Illinois, Urbana - Champagne

Stadium Club	\$1,000,000
Equipment Room	\$500,000
University Administration - President's Suite	\$300,000
Ticket Box Office	\$250,000
Visiting Coaches Booth	\$50,000

Florida Atlantic University

Innovation Village	\$5,000,000
Football Field	\$5,000,000
Clock Tower	\$3,000,000
Press Box	\$3,000,000

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