



## Naming Rights Proposal

### Summary:

The CCC Foundation Board of Directors has recently conducted a feasibility study to determine if Central Community College Foundation should launch a major gifts campaign in central Nebraska in support of a new Automotive Careers Training Center located on the CCC Hastings Campus and a scholarship/programmatic endowment for CCC's Automotive and Auto Body programs.

The conclusion of the feasibility study suggests that all key elements of a successful campaign are present, including a high approval rating for the college, a clearly defined case for support for the project, the availability of well-known leadership and a high indication of financial support. Specifically, the Foundation tested a \$3.5 million private campaign for an \$18 million project.

The CCC Foundation Board of Directors voted to proceed with a major gifts campaign after giving full consideration to the input provided in the report.

In preparation for this campaign, the CCC Foundation is submitting the following naming rights schedule for approval by the Central Community College Board of Governors. This schedule is based on the preliminary design and spaces may vary slightly in the final project.

It shall also be noted that the CCC Foundation will return to the Board of Governors with the actual naming rights and names when donors have had the opportunity to be paired with them. The Board of Governors will vote on specific naming rights in accordance with their policy.

### **Preliminary Naming Rights Schedule**

Entire Building (1) - \$5 million  
(Logo may be used)

#### Available only if building is not named

1. Automotive Wing (1) - \$1.5 million  
(Logo may be used)
2. Auto Body Wing (1) - \$1.5 million  
(Logo may be used)
3. Lobby/Grand Hallway (1) - \$500,000

#### Other Spaces available for naming

Faculty Office Suite (1) - \$250,000  
Parts/Tools Suite (1) - \$250,000  
Classrooms (5 available) - \$100,000  
Welding Lab (1) - \$75,000



Administrative Offices (1) - \$75,000  
Alignment Stalls (2 available) - \$50,000  
Wash Bays (2 available) - \$50,000  
Auto Body Bays & Paint Booths (16 available) - \$20,000  
Automotive Bays (16 available) - \$20,000

**The College President recommends approval of the naming rights proposal for the Automotive Careers Training Center.**