

**PRESIDIO TRUST**  
**Presidio Tunnel Tops Campaign**  
**Donor Recognition Policy**

Donors who lend their names to the creation of the new Presidio Tunnel Tops through gifts to the Presidio Tunnel Tops Campaign (a joint campaign of the Presidio Trust and the Golden Gate National Parks Conservancy) become closely associated with this effort and send a message to others about the value of the Presidio and the Golden Gate National Recreation Area to our community. They link themselves and their families to this extraordinary civic endeavor while encouraging others to give.

Publicly recognizing donors to the Presidio Tunnel Tops Campaign (Campaign) demonstrates, now and in the future, that our community stepped forward to create welcoming new public spaces in the Presidio.

This document outlines the gift recognition policies and opportunities that will be applied to the Campaign.

**Donor Recognition Policy and Guidelines**

1. **NPS Jurisdiction:** Donor recognition in lands managed by the National Park Service (NPS) in the Golden Gate National Recreation Area is governed by National Park Service Director's Order 21, which places certain restrictions on on-site recognition, and on the naming of park sites, landscape features, structures, and park furnishings.
2. **Presidio Trust Jurisdiction:** Because the Presidio Trust has its own separate authorities stemming from the Presidio Trust Act, and because the Act provides the Trust with management jurisdiction of "Area B" of the Presidio, the Presidio Trust may approve and offer appropriate donor recognition within the Presidio's Area B. The Presidio Trust Board of Directors adopted a Philanthropic Recognition Policy on February 25, 2009. This policy will be interpreted and implemented consistent with the existing recognition policy.
3. **Presidio Trust and NPS Approvals:** All recognition in Area B of the Presidio shall be subject to the policies and guidelines approved by the Board of Directors of the Presidio Trust. In areas of the Presidio that are under the jurisdiction of the National Park Service in Area A, recognition shall be subject to the policies and approval processes governing recognition on National Park Service lands.
4. **Donor Recognition Guidelines:** The existing Presidio Trust donor recognition policy honors the intent of the National Park Service directive that recognition should be accomplished in a manner that does not attract the attention of visitors away from the purposes for which the

park was established. In Area B of the Presidio, the following guidelines govern donor recognition:

- Donors may be acknowledged for their gifts to the Presidio at specific sites. However, no historic or geographic names can be replaced for the purpose of donor recognition.
- All recognition, including signage, plaques, and waysides, is to be appropriately integrated into the site. Recognition shall not compete for attention with, or attract attention away from, the historic or natural resources or public use of the Presidio. All recognition will appropriately and proportionately reflect the level and impact of a specific gift.
- No corporate logos will be included in permanent on-site recognition. However, corporate logos may be placed on more temporary forms of recognition, for example program support or community shuttles, to acknowledge support for program transportation. Temporary signage, to acknowledge sponsorship of a volunteer day or opening day, may include corporate logos.

**5. Recognizing Donors to the Presidio Tunnel Tops Campaign:** Every donor to the Presidio Tunnel Tops Campaign will be publicly recognized unless the donor wishes to remain anonymous. This recognition may occur in an annual report, campaign report to the community, donor book or video scroll, website, and/or other media and publications. On-site recognition at various locations may be used as well, including the Presidio Visitor Center, Officers' Club, and/or Presidio Trust offices.

A. Recognizing major gifts

To show appreciation and recognize extraordinary gifts, the Campaign may offer the opportunity to acknowledge leadership donors at key locations in the Presidio. The following are types of areas and activities that may recognize a donor's generosity:

- The name of every donor who gives \$100,000 and above will be listed at a central location within the Presidio Tunnel Tops.
- Gifts of \$500,000 to \$2,500,000 additionally may be recognized at areas within the Tunnel Tops, including site components of the Youth Campus and the Outpost Playscape, rooms within program buildings, and various seating areas and garden features.
- Donors who contribute more than \$2,500,000 additionally may be offered name recognition for their gifts for a specific area or program within the Tunnel Tops.

Various places within the Presidio Tunnel Tops are appropriate for recognizing contributions of \$2,500,000 and above from individual donors to the Presidio Tunnel Tops Campaign, such as:

- Community Plaza
- Campfire Hollow
- Presidio Canteen
- Anza Meadow
- Golden Gate Terrace
- Veterans Overlook
- Cliff Walk
- Presidio Point
- Bay Overlook
- Presidio Steps
- Bluff Walk
- Outpost Playscape
- Field Station
- Crissy Field Center

*B. Recognition of a donor*

Recognition at sites like these will be provided on a donor recognition feature at a scale and design that does not intrude upon the site's views, resources, or general aesthetics. The recognition will reflect the following general wording:

*"The (name of the feature) is made possible through a generous gift from ..."*

**6. Naming Opportunities at the Presidio Tunnel Tops:** Naming a place or feature through a philanthropic gift has rarely been allowed within national parks. The Presidio Tunnel Tops are unique, however, as newly created contemporary parklands, rather than existing natural or historic park features. In this context, the Presidio Trust has determined that it is in the best interests of the Presidio and the public to provide naming opportunities of non-historic features in the Tunnel Tops in consideration of truly significant gifts.

As the only national park required to be entirely financially self-sufficient, the Presidio has always required a combination of public, nonprofit, and private support to achieve its mission, with a strong reliance on partner institutions and philanthropy to realize the full potential of these parklands. The Presidio Trust Act anticipated this unique mandate and gave the Presidio Trust specific authorities that are not provided to other national park areas. The Presidio Trust Management Plan, approved in 2002, noted "Grants and/or philanthropic gifts are additional

sources of funding for park improvements, and will be important to the Presidio's future ... Indeed, philanthropy will be critical for completing many projects."

Acknowledging the critical role of philanthropy in completing major projects, the Golden Gate National Parks Conservancy's fundraising counsel for the Presidio Tunnel Tops Campaign, CCS Fundraising, recommends naming opportunities as a significant factor ensuring the Campaign's success. The Parks Conservancy agrees that naming opportunities would advance and accelerate the timely success of this Campaign. While recognition options are available throughout the Tunnel Tops, the addition of naming opportunities will greatly advance the completion of the Tunnel Tops and achieve a lasting public benefit for the Bay Area, the American public, and visitors from around the world.

A. Sources of contributions for naming opportunities

Naming options will be available only to individuals, families, and philanthropic foundations. While corporate support for the project and associated programs is welcome, a corporation or corporate foundation may not name the Presidio Tunnel Tops or a feature within the project.

B. Presentation of donor's name

In acknowledging the gift on site and in other materials, the presentation would emphasize the place name rather than the donor name, as illustrated here:

Jane L. Smith Family  
**PRESIDIO YOUTH CAMPUS**

The naming of a donor on a feature would not preclude recognition of other contributors at features within the feature that was named. For example, if the Youth Campus were to be named, this would not preclude the recognition of donors for features within the Youth Campus.

C. Levels of contribution required for naming rights

1. Naming a zone (Presidio Gateway; Presidio Commons; or Youth Campus)

Placing an individual's or family's name on one of the Tunnel Tops zones (for example, the "John Smith Family Presidio Commons") would require a minimum contribution of \$20 million to \$25 million.

## 2. Naming the entire Presidio Tunnel Tops project

Placing an individual's or family's name on the Tunnel Tops overall (for example, the "Jane L. Smith Family Presidio Tunnel Tops") would require a contribution of approximately 45% of the total campaign goal, or a minimum of \$40 million. Such a gift would be subject to board approval.

## **7. Additional Guidelines for Donor Recognition or Naming**

### A. Period of naming rights

It is the intention of the Presidio Trust and the Golden Gate National Parks Conservancy that naming rights will be in perpetuity.

If for some reason a named feature is removed or disappears, the Presidio Trust will recognize the contribution of the donor at another roughly equivalent location at its discretion.

### B. Announcing a gift

The Golden Gate National Parks Conservancy and the Presidio Trust will work with individual donors on announcing their gifts to the media and sharing descriptions of their generosity in campaign publications and at campaign events.

### C. Amending or reversing donor recognitions

The Campaign may receive multi-year pledges for the Tunnel Tops. If a pledge is not fulfilled within the agreed-upon timeline for any reason, recognition would be amended to reflect the level of the fulfilled portion of the pledge.

If the donor is accused of any act involving moral or ethical issues under any law, any act of moral turpitude, or any act which casts unfavorable light upon the Presidio Tunnel Tops Campaign or project, or the Presidio Trust, Golden Gate National Parks Conservancy, or National Park Service; or if the donor is accused of performing any act which would adversely affect the partner organizations' programs, services, or reputation; the Presidio Trust shall have the right to remove donor recognition signage and remove the donor's name from the project.

### D. Examples of donor recognition and naming opportunities

The attached [Exhibit A](#) identifies the donor recognition and naming opportunities for the Presidio Tunnel Tops Campaign as of October 2016. Campaign staff may make changes to these materials that are in accordance with the policies set forth above as leadership gifts are received and as design changes are made.