

Hakone Master Plan

Donor Recognition Policy and Naming Opportunities

**Hakone Board of Trustees
Approved February 16, 2017**

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Hakone Estate and Garden is over 100 years old and well known as a place of beauty and tranquility. This campaign to enhance and expand facilities and garden space has at its core the intention to maintain the historic garden and the authentic aesthetic that our members, supporters, and visitors have cherished for many years.

We are grateful for the donors who will step forward to make a thoughtful investment in the future of the Garden. We wish to recognize their generosity. We also hope to inspire other members and supporters to consider supporting our mission philanthropically.

Therefore, a limited number of visible donor recognition opportunities have been identified to acknowledge leadership gifts while respecting the integrity and aesthetics of the facilities and gardens. The design and permanent incorporation of these naming opportunities will be recommended by the project's Committee. The Board of Trustees will discuss and review the recommendations and determine final approval.

1. Contributions for the total amount for a new building are eligible to be used to name that building
2. Contributions of \$100,000 or more are eligible to select an element from the limited list of naming opportunities in the new area being developed.
3. Garden spaces will not be available for naming.
4. Donor recognition for exterior spaces in both new buildings and remodeled buildings will be manifested in an elegant and sensitive design that will not distract from the Garden's essential aesthetics
5. Business names are acceptable but logos will not be incorporated into signage. Logos may be used in other collateral materials, website, newsletter, maps, etc., to be determined on a case by case basis, or outlined in a subsequent addendum.
6. All donors above \$10,000 to the Campaign will be recognized on several "donor walls" to be installed at the Entry Area.
7. Other memorial and naming opportunities may be approved by the Board as final Design Development is completed.
8. Any future requests for changes to signage for name changes, or for other reasons, after final approval and installation, will be at the discretion of the Board of Trustees and considered a reimbursable expense if approved.
9. Hakone Foundation rules about donor recognition policies and naming opportunities will be in alignment and coordination with any rules established by the City of Saratoga.

WHERE TO LIST THE DONOR NAMES

Donation of 80% or more of the amount for a new building

1. The name of the individual or company can be sensitively listed on a plaque on a wall of the new building

Donation of partial amount below 80% for a new building

1. The names of all donors can be sensitively listed by most to least amount of donation on a wall of the new building.

Donation of 80% or more of the amount for remodel of an old building or Koi pond or other entities

1. The name of the donor can be sensitively listed on an appreciation wall in the Entry area.

Donation of partial amount below 80% for remodel of an old building or Koi pond or other entities

1. The names of all donors can be sensitively listed by most to least amount of donation on an appreciation wall in the entry area.

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