

**Alumni and friends wishing to honor loved ones or to build a legacy at Salem State are invited to consider the many different naming opportunities available to those supporting the university with transformational gifts. From the Bertolon School of Business to the Harold E. and Marilyn J. Gassett Fitness and Recreation Center, these names instill a sense of tradition and history in our institution unlike any other—one that benefits the lives of our students for generations.**

We welcome your inquiries about naming buildings, classrooms, outdoor spaces, and a variety of other facilities and resources as well as scholarships and endowed positions. Please note that the list below is not exhaustive. However you wish to make your next mark on the story of Salem State University, our institutional advancement staff is available to guide you. For more information, please contact Cheryl Crouse at 978.542.7527 or [ccrouse@salemstate.edu](mailto:ccrouse@salemstate.edu).

## **Naming Opportunities**

### **\$1,000,000 – \$10,000,000** □

Professorships • Marsh Hall • Atlantic Hall • Cat Cove Marine Laboratory • Stanley Building • School of Graduate Studies • College of Arts and Sciences • School of Nursing • Recital Hall • Central Campus • Baseball field • Administration Building • Academic Centers

### **\$500,000+**

Rehearsal spaces • Marsh dining commons • Periodicals reading room • Archives and special collections... \$250,000+ □ Disability Services • Commuter lounge • Bertolon School of Business main entrance • Marsh Hall courtyard • Locker rooms • Honors Program Center

### **\$100,000+**

□ Academic support funds • Director's suite • Meeting rooms • Cafes • Resource areas • Multi-purpose rooms • Deans' suites

**\$50,000 – \$75,000**

Recital Hall piano • Green room • Box office • Smart classrooms • Computer labs • Reading rooms • Group study rooms • Faculty research room • Testing laboratories

**\$25,000**

Endowed Scholarships • Endowed Internships • Small classrooms

**\$15,000 – \$25,000**

Callan Studio Theatre lobby • Costume shop • Dressing rooms • Teaching studio • Accessibility facets