



Item: CG: A-1b

Date: Monday, June 19, 2023

**SUBJECT: APPROVE NAMING OF UNIVERSITY ELEMENTS**

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### **PROPOSED BOARD ACTION**

Approve the naming of Studio II in the Arts & Letters Building (AL-102) located in the Dorothy F. Schmidt College of Arts and Letters. The proposed name of this space will be the "BrandStar Studios @ Florida Atlantic University."

### **BACKGROUND INFORMATION**

#### **Donation:**

BrandStar, Inc. will donate an "LED Volume Wall" including its components, installation and training, valued at \$249,600, and \$30,000 in cash for a five-year term naming recognition. BrandStar will also have an option, by mutual agreement, to renew the naming recognition for an additional five-year term with an additional donation of cash or gift in kind. The proposed naming recognition is the "BrandStar Studios @ Florida Atlantic University."

#### **Gift Purpose:**

The purpose of this gift is to create a virtual production studio located in Studio II Theater in the Arts & Letters Building, Room 102, in the Dorothy F. Schmidt College of Arts and Letters.

With this gift, the donor desires to provide state of the art production equipment for students, enabling them to design environments, film, and train with this equipment on our campus. BrandStar, a nationally recognized production company, will design and assist in installing the system. Through separate agreements, FAU and BrandStar may also collaborate on professional internships, mentorships, and production opportunities for students in design, content creation, studio operation, and postproduction.

### **Donor's Background:**

BrandStar, Inc., established in 2015, is an advertising agency consulting service. Headquartered in Deerfield Beach, Florida, it has an office in Coral Gables, Florida. The company was co-founded by Mark Alfieri and Doug Campbell who serve respectively as CEO and Chief Revenue Officer. Its parent company is O2 Media, Inc. BrandStar, Inc. is affiliated with many corporations that are part of the BrandStar network including BrandStar Studios, Inc.; BrandStar Executive, Inc.; BrandStar Marketing, Inc.; BrandStar Digital, LLC; BrandStar Entertainment, LLC (2008-present); BrandStar Connect, LLC (2019-present); BrandStar Films, LLC (2021 to present); BrandStar Franchising, LLC (2021-present); BrandStar Agency, LLC (2022-present); and more. Established in 2015, its philanthropic arm is BrandStar Foundation, Inc.

Mark A. Alfieri serves as CEO for BrandStar, Inc. and as President for O2 Media, Inc. He serves as the managing manager for ETV Acquisitions, LLC (2005-present), BrandStar Digital, LLC (2012-present), BrandStar Entertainment, LLC (2012-present), DR Marketing Group, LLC (2012-present), Property Acquisition Investments, LLC (2012-present), The Balancing Act TV, LLC (2012-present); president for Cherian, LLC (2011-present); manager for Insight Television Productions, LLC (2014-present), 3860 Investments, LLC (2014-present), and more. From 1987 to 1991, he attended University of Florida.

Mr. Alfieri and his spouse, Mary P. Alfieri (Eade), reside in Boca Raton, Florida

### **FISCAL IMPLICATIONS**

The College will fund \$47,000 of the total project budget and has received an allocation of FAU Tech Fees in the amount of \$193,000 towards the total project budget. Additionally, there will be cost of signage and installation that is to be determined.

### **IMPLEMENTATION PLAN/DATE**

Implementation date is to be determined.

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**Presented by: Chris Delisio**

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