

Policy History
<b>Policy No.</b> ER8
<b>Approving Jurisdiction:</b> Board of Governors
<b>Administrative Responsibility:</b> Executive Director, Advancement
<b>Effective Date:</b> August 2011

## Asset Naming Opportunities Policy

### A. CONTEXT AND PURPOSE

1. This Policy governs the naming of physical assets in recognition of financial or in-kind contributions from individuals, businesses, organizations and others. Naming recognition may be granted for the naming of buildings and other physical assets including, but not limited to, wings, rooms, laboratories, roads and other transportation infrastructure, recreational areas and other public spaces, collections of books or art and equipment of significant value.
2. The BC Ministry of Citizens’ Services has developed a “Naming Privileges Policy” within its Intellectual Property Program. This policy requires the University to submit naming opportunities (regardless of value) for approval to an internal Ministry Naming Committee. Naming opportunities are also submitted to Cabinet for information or, in the case of opportunities exceeding five million dollars, for approval. Kwantlen’s Asset Naming Opportunities Policy reflects the principles and procedures of the Ministry’s policy document so as to ensure a smooth transition from one level of policy review to the next.

### B. SCOPE AND LIMITS

1. This Policy applies to all asset naming opportunities at all Kwantlen campuses that involve financial or in-kind contributions, regardless of value. This Policy applies only to new naming opportunities and does not apply to existing arrangements or arrangements that are in the process of being negotiated at the time this Policy is approved.
2. Naming opportunities that do not involve financial or in-kind contributions, such as recognizing an individual’s efforts on behalf of the University or the community, are not affected by this Policy.

## **C. STATEMENT OF POLICY PRINCIPLES**

1. The University wishes to encourage financial or in-kind contributions from prospective donors by providing the opportunity to name a building, portion of a building, rooms, collections, equipment or other forms of physical assets (henceforth referred to as “asset(s)”).
2. Any asset may be named by a benefactor in its entirety or portions of an asset may be named to reflect contributions made by different naming benefactors.
3. In the case of a building or other physical facility, the entire structure or discrete and functional portions of the structure may be considered for naming recognition.
4. In all cases, consideration will be given to the appropriateness of the proposed name, consistency with the mission of the University and the purpose of the asset proposed for naming; the University reserves the right to decline or revoke naming opportunities if there is a potential for the naming opportunity to bring the University into disrepute.
5. Naming opportunities will be dealt with independently of all University academic and/or operational decisions; more specifically, naming opportunities will be dealt with independently of building or renovation decisions which will be made according to the normal University protocol for making such decisions.
6. In order to qualify for a naming opportunity, donations must represent a significant portion of the total cost of the asset being named; threshold amounts will be established as outlined in the Procedures document that accompanies this Policy.
7. An offer of financial or in-kind contribution does not guarantee that naming recognition will be granted. Each opportunity for naming recognition must be considered on its merits.
8. A naming opportunity will be recognized in a formal agreement between the donor and the University and will include, where applicable, the timeframe to be covered by the naming opportunity as well as other, pertinent issues.
9. The naming opportunity will be subject to an internal approval process as well as the approval process within the BC Ministry of Citizens’ Services Intellectual Property Program.
10. Should the purpose for which the asset is used change, the University reserves the right to modify the naming arrangement, in consultation with the donor where possible
11. An opportunity for naming recognition must not result in an employee of the government or an employee of a government body or an elected official receiving any benefit or personal gain.

## **D. DEFINITIONS**

Refer to the related Procedures document for definitions which will enhance the reader’s interpretation of this Policy.

## **E. RELATED POLICIES & LEGISLATION**

*GV6 Use of Institutional Name, Coat of Arms, Crest, Log, Seal & Other Graphic Images*  
BC Ministry of Citizens' Services, Intellectual Property Program, Naming Privileges Policy

## **F. RELATED PROCEDURES**

Refer to ER8 Asset Naming Opportunities Procedures