

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

Asset Naming Opportunities Procedure

A. DEFINITIONS

There are no terms in the Policy and Procedures related to Asset Naming Opportunities that require a separate definition.

B. PROCEDURES

1. Structure to support the encouragement and review of asset naming opportunities
 - a. The Office of the Chief Advancement Officer, Office of Advancement, (henceforth referred to as the CAO) co-ordinates the publication of a document (suitable for distribution to potential donors) that identifies and describes the full range of naming opportunities. The list identifies 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. Preliminary review
 - a. All initial offers and discussions involving potential naming opportunities will be referred to and handled through the CAO.
 - b. Once a discussion has been initiated or an offer has been made (henceforth referred to as the “offer”), the CAO will meet with the person/organization making the offer in order to fully document the situation including any conditions requested by the prospective donor.
 - c. The CAO will meet with those organizational units of the University whose physical area(s) will be affected by the offer in order to solicit their support and advice as well as meeting with any other areas of the University that may be able to contribute to a full understanding of the implications of the offer. As part of these discussions, the CAO will solicit suggestions with regard to any restrictions or conditions that may need to be imposed by the University.
 - d. The CAO will prepare a written summary of the offer and review this with the President.

- e. The President may review the offer with various individuals and bodies within the University to further identify issues and assess support for the opportunity.
 - f. The President may form an Ad Hoc Committee to advise him/her by reviewing the offer of a particular naming opportunity and providing advice regarding the acceptability of the offer
3. Approval process
- a. If the decision is made to proceed with the offer, the CAO will draft an agreement, in consultation with the donor, reflecting any conditions imposed either by the donor or the University.
 - b. The President will submit his/her recommendation, and the related draft agreement to the Board Finance & Audit Committee for their review and recommendation.
 - c. The Board Finance & Audit Committee will consider the recommendation and draft agreement and make their recommendation to the Board.
 - d. The Board will consider the recommendation and make a decision.
4. Implementation process (assuming approval)
- a. The CAO will modify the agreement to reflect changes requested by the Board, if required, and prepare a letter of acceptance for signature by the President.
 - b. The CAO will ensure that the agreement is signed by the donor and the University.
 - c. The CAO will liaise with various University departments to ensure that the appropriate signage, plaques, etc. are ordered and put in place.
 - d. The CAO will ensure that the naming opportunity is appropriately recognized through such vehicles as a press release, formal dedication ceremony and other types of recognition venues.
 - e. The Office of the CAO will maintain all files relating to asset naming opportunities.

C. RELATED POLICY

Refer to ER8 *Asset Naming Opportunities Policy*