
Naming and Recognition Policy

Policy Sponsor:	Vice-President Advancement
Policy Contact:	Chief Development Officer
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Review Date:	To be reviewed biennially
Procedure:	Naming and Recognition Procedure

Purpose

To outline the general terms and conditions under which Athabasca University Entities will be named. This policy does not apply to the placing of plaques or other memorials where such Recognition does not carry with it the Naming of a discrete Entity.

Definitions

AU Community	The group of people closely associated with AU's ongoing activities, including past and present faculty and staff members, current students and members of the alumni and the associate alumni.
Benefactor	A source of financial support.
Entity	A thing with a distinct and independent existence.
Ephemera	Items of collectible memorabilia, typically written or printed, that were originally expected to have only a short-term usefulness or popularity.
Gift Agreement	A formal document signed by the giver and receiver of a gift, setting



Named Entity	<p>out what the gift is, how it will be given, recognized and used, and how the agreement might be amended in the future.</p> <p>A thing with a distinct and independent existence which is identifiable by its name from other things with similar attributes. Named Entities may include</p> <ul style="list-style-type: none">• buildings, substantial parts of buildings or other property such as roadways or outdoor areas;• websites and other online vehicles;• facilities for research, teaching, recreation or other purposes;• faculties, schools, Centre's or programs;• chairs, professorships, visiting lectureships, special lecture series;• awards for excellence in teaching, research or other academic activities;• student scholarships, bursaries, trophies and other awards recognizing academic achievement, financial need, community; involvement, extracurricular activity or other criteria that promote the success of students and alumni;• collections of books or other materials such as works of art or Ephemera;• publications and awards for outstanding papers;• special events, both one-time and recurring; and• other physical facilities, equipment, events or programs.
Naming	<p>The process of assigning a name to an Entity.</p>
Recognition	<p>A public acknowledgement and appreciation of a service, achievement, ability, act of generosity or other praiseworthy action or attribute.</p>
Sponsorship	<p>A form of marketing through which a corporation, organization or individual pays some or all of the costs associated with a project, program or event in exchange for Recognition of the support given. Sponsors may have their logos and brand names displayed in association with the sponsored undertaking. In accordance with Canada Revenue Agency Regulations and Guidelines, funds provided through Sponsorships are not eligible for charitable income tax receipts. A Sponsorship is not a donation or a private grant.</p>
Sponsorship Agreement	<p>A document which governs the legal relationship between a sponsor and the party being sponsored. Typically, Sponsorship Agreements (or contracts) stipulate payments due from the sponsor, define benefits to the sponsor and the party being sponsored, specify allowed use of each party's trademarks or logos by the other party, and outline the rights of each party to the agreement, including rights of termination.</p>
Substantial Contribution	<p>A significant majority of the funds necessary for construction or refurbishment of an Entity to be named or a contribution which is</p>



regarded as *essential* to the completion or success of an Entity.

Policy

1. Athabasca University seeks to implement a Naming and Recognition Policy that will protect
 - the welfare of the university,
 - the best interests of Benefactors and sponsors,
 - the best interests of individuals or groups recognized, and
 - the university employees charged with raising and managing donations and Sponsorships.
2. AU provides opportunities to name discrete Entities to honour
 - individual, corporate, institutional and community Benefactors whose generosity makes possible the establishment, enhancement or creation of an Entity;
 - individual, corporate and community Benefactors whose significant support enables AU to achieve institutional goals;
 - Sponsors whose support of AU or a discrete Entity within the university is contingent upon a contractual Naming agreement; and
 - contributions to humanity, Canada, Alberta, Athabasca or the university by members of the AU Community or others.
3. All Naming shall comply with relevant provincial and federal laws and regulations and with accepted professional standards of fundraising practice.
4. AU reserves the right to withhold or withdraw any and all Naming rights at its sole discretion.
5. The decision to accept or decline any proposal to name at AU or to discontinue the use of an existing name or to transfer an existing name to a different Entity rests with the Governors of Athabasca University. In all cases, consideration will be given to the appropriateness of the proposed name and its consistency with the mission of the university and the purpose of the Entity to be named, renamed or unnamed.
6. Notwithstanding any other provision of this policy, the use of any approved name will be discontinued when its continued use would, for any reason, compromise public respect for AU or the Entity which bears the name.
7. Generally, Naming rights will be granted for a minimum of five years. In accordance with the terms of the relevant Gift or Sponsorship Agreement, the name will remain in place, usually for a maximum of 10 years, based on the value of the associated gift. Naming in perpetuity may be considered only when a gift of a capital fund will generate sufficient funds in perpetuity or when a gift provides substantial support for a building, centre, program, faculty, etc.
8. As a general rule, all Named Entities will be reviewed every 10 years, but this review will not affect an agreement, except if a Named Entity may have to be demolished or discontinued, in which case AU would apply Naming rights to another or subsequent appropriate Entity for the remaining agreed period, but only after consultation with the original Benefactor, if such



consultation is possible.

9. The Advancement Office will maintain a list of discrete and functional AU Entities that represent prospective Naming opportunities.
10. The authority to name does not extend to the decision to erect a building, establish a chair, or otherwise proceed with the creation of a Named Entity. Such decisions will be made in the manner prescribed by university policy.
11. A formal agreement between AU and the Benefactor or sponsor will be executed with respect to all instances of Naming.
12. All donations to AU must be received in accordance with the Athabasca University Donation Acceptance Policy.

Naming in Recognition of Benefactors

13. All decisions to construct a building, establish a chair or professorship, or to create any other Named Entity are to be made through the usual university academic, advancement and capital processes as prescribed by the Governors of Athabasca University.
14. Benefactors will be expected to provide all or a substantial part of the cost of an Entity to be named or to have made a Substantial Contribution to further AU's stated priorities. Where a gift does not meet the full cost of the Entity to be named, Naming will be subject to completion of satisfactory funding arrangements and will occur only after such arrangements are in place. If the university is unable to proceed, the prospective Benefactor(s) will be entitled to redirect or withdraw the gift.

Naming in Recognition of Sponsorship

15. All Naming in Recognition of Sponsorship will be governed by a signed Sponsorship Agreement between AU and the sponsor.

Naming in Recognition of Service

16. From time to time, the university may wish to approve a Naming to honour a distinguished member of the AU Community or a person from outside the AU Community who has made an extraordinary contribution to humanity, Canada, Alberta, Athabasca or the university. Such Naming will require the approval of the Governors of Athabasca University.
17. Current AU faculty and staff members, serving members of the Governors of Athabasca University and serving politicians at any level of government will not be considered for Recognition through Naming.



Applicable Legislation/Regulations

[Income Tax Act \(Canada\)](#)

[Freedom of Information and Protection of Privacy Act \(Alberta\)](#)

[Post-Secondary Learning Act \(Alberta\)](#)

[Alberta Election Finances and Contributions Disclosure Act](#)

[Canada Elections Act](#)

[Canada Revenue Agency Charity Regulations](#)

Related References, Policies, and Procedures

[Naming and Recognition Procedure](#)

[Athabasca University Art Collection Policy](#)

[Athabasca University Donation Acceptance Policy](#)

[Athabasca University Donation Acceptance Procedure](#)

[Athabasca University Library Collections Development Policy](#)

[Endowment Management Policy](#)

[Endowment Management Procedure](#)

[Investment Policy](#)

History

The Governors of Athabasca University, March 26, 2015 Motion # 196-09 (revised)

The original Athabasca University Naming and Recognition Policy was approved by Athabasca University Governing Council on June 22, 2007, Motion No. 158-5.