
Naming and Recognition Procedure

Policy Sponsor:	Vice President Advancement
Name of Parent Policy:	Naming and Recognition Policy
Policy Contact:	Chief Development Officer
Procedure Contact:	Chief Development Officer
Effective Date of Procedures:	March 26, 2015
Review Date:	To be reviewed biennially

Purpose

To outline a clear process for the Naming of Athabasca University Entities. This procedure does not apply to the placing of plaques or other memorials when 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 between the giver and receiver of a gift, setting out what the gift is, how it will be given, recognized and used, and how the agreement might be amended in the future.
Named Entity	A thing with a distinct and independent existence which is identifiable



by its name from other things with similar attributes. Named Entities may include

- 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, center'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

The process of assigning a name to an Entity.

Naming Rights Contract

A formal agreement, often a part of a Gift or Sponsorship Agreement, whereby an individual, organization or corporation purchases the right to name an Entity, typically for a defined period of time.

Recognition

A public acknowledgement and appreciation of a service, achievement, ability, act of generosity or other praiseworthy action or attribute.

Sponsorship

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.

Sponsorship Agreement

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.



Procedures

1. Naming and Sponsorship-Naming opportunities can be identified by AU advancement professionals as part of fundraising and marketing activities, by senior university officers and by external individuals or organizations.
2. The Advancement Office will maintain and update from time to time a list of prospective Naming opportunities (Entities) and, subject to the approvals required by the Naming and Recognition Policy, indicate the value of the gift required to take advantage of each opportunity.
3. In identifying portions of buildings to be named, advancement professionals and other representatives of AU should be conscious of the need to select discrete and functional entities.
4. In all instances of proposed Naming, those representing AU will make clear to prospective Benefactors or sponsors that Naming proposals must satisfy the university's academic and other criteria as described in the Naming and Recognition Policy.
5. All proposals for Naming must be forwarded in advance by email, surface mail or fax to the Vice-President Advancement or his or her designate, who will determine whether the proposed Naming conforms to the Naming and Recognition Policy.
6. After consulting with stakeholders, the Vice-President Advancement will make a recommendation to the Governors of Athabasca University regarding each Naming proposal.
7. Upon approval of a Naming proposal by the Governors of Athabasca University, the Development Unit will administer implementation of the proposal in collaboration with the Benefactor or sponsor, the faculty, Centre or department involved, and Facilities and Services.
8. Formal documentation and, where required, agreements detailing all Naming rights will be created in consultation with Vice-President Advancement or his or her designate, stating the name, the Entity and the duration of Naming.
9. Naming Rights Contracts will be prepared by the Development Unit in consultation with Contract Services and Facilities and Services.
10. All Naming Rights Contracts will include a clause allowing the university to withdraw from the agreement if the name of the individual or organization being applied to a university Entity falls into disrepute in the AU Community, the wider post-secondary community or the community at large. This clause will include a mechanism for distributing any unused portion of a donation associated with the Naming. If such an occasion should arise, the President or his or her designate will recommend to the Governors of Athabasca University that the contractual clause be invoked and the use of the name discontinued.
11. Changes to Naming, including the reason(s) for the change, will be communicated to Benefactors, sponsors and other relevant parties by the Advancement Office.



12. All Naming in Recognition of a Benefactor will be in accordance with the terms of a signed Gift Agreement and will include
 - the agreed-upon project name,
 - a description of the project,
 - the term of the agreement,
 - funds and in-kind support to be provided by the Benefactor,
 - rights and responsibilities of the Benefactor,
 - rights and responsibilities of the university,
 - the university's intended use of the funds,
 - marketing and communication plans,
 - measurement and reporting requirements, and
 - other details as mutually agreed upon.

13. All Naming resulting from a Sponsorship will be in accordance with a signed Sponsorship Agreement between AU and the sponsor. Such an agreement will include
 - the agreed-upon project name,
 - a description of the sponsored project,
 - the term of the agreement,
 - funds and in-kind support to be provided by the sponsor,
 - sponsor engagement and involvement in the project,
 - the university's intended use of the funds,
 - rights and responsibilities of the sponsor,
 - rights and responsibilities of the university,
 - ownership of project outcome (if applicable),
 - marketing and communication plans,
 - measurement and reporting requirements, and
 - other details as mutually agreed upon.

14. Copies of approved Naming proposals and contracts will be forwarded to Finance, Contract Services and appropriate stakeholders and filed in the Development Unit.

15. Announcements of Naming and Naming-Sponsorships will be made as mutually agreed upon by AU and the Benefactor(s) or sponsor(s) involved, in consultation with Advancement's Communication and Brand and Marketing Units.

Applicable Legislation and 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 Policy](#)

[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 (approved)