



NAMING POLICY

Approved by: ACC
Authorizer: Vice President, Finance and Corporate Services
Code: PRES8 V3
Effective Date: 11/5/2014

POLICY STATEMENT:

Conestoga oversees the objectives and principles by which naming recognition, as a result of significant philanthropic gifts and / or distinguished service to Conestoga or society in general, is granted.

SCOPE:

This policy provides direction for ensuring the appropriate naming of the following:

- Endowment Funds
- Student Prizes, Academic Grants, Scholarships, and Bursaries
- Buildings and Building Components
- External Spaces and Roads
- Academic Positions
- Research Entities or Initiatives
- Academic Entities including Schools, Departments and Programs
- Other initiatives as deemed appropriate.

POLICY ELABORATION:

The following general principles apply to all namings:

- Namings may be approved in the name of a donor, a third party at the request of the donor, or to honour an individual or organization for distinguished service to Conestoga or society in general.
- Namings may be approved to recognize an expendable gift, endowed gift or gifts-in-kind.
- Naming rights may be offered in perpetuity or for a fixed term. Funding may extend over an agreed length of time.
- Namings proposed in recognition of planned gifts will be submitted for approval when the gift is realized.
- Namings should enhance the profile and image of Conestoga. Naming shall not diminish the reputation of Conestoga. Conestoga reserves the right to remove naming rights should the continuation of such rights reflect negatively or cause harm to its reputation.
- Namings will be independent of all appointment, admission and curriculum decisions.
- Naming of academic units shall not impede Conestoga from altering its academic and research priorities and shall conform to all Conestoga policies and guidelines governing the establishment of such entities.
- Naming will not be approved that will imply Conestoga's endorsement of a partisan political or

ideological position or of a commercial product. This does not preclude a naming with the name of an individual who has at one time held public office or with the name of an individual or a company that manufactures or distributes commercial products.

- Normally, naming in honour of a member of the Conestoga College community will not occur while that person is a regular employee or member of a college committee (e.g., Board of Governors, PAC). Conestoga employees making philanthropic donations remain eligible for naming recognition.
- Conestoga reserves the right to decide on the physical displays which may accompany named recognition.
- Plaques or other signs recognizing donors and named spaces shall follow current design practices and be consistent with Conestoga’s branding guidelines. The Office of Development and Alumni shall be consulted on all named space recognition signage.
- When determining the funding requirement for new entities, and/or to renovate, refurbish and equip existing entities, the cost of ongoing support and maintenance must be considered. Recognition and stewardship activities associated with a naming will be planned and implemented by the Development and Alumni Office. All other related costs (signage, lettering, etc.) will be the responsibility of the unit initiating the project.
- The Development and Alumni Office will maintain an inventory of all approved namings.
- Naming opportunities up to \$2,000,000 are within the authority of the President for approval, unless associated with a building or campus. Opportunities above \$2,000,000, or associated with a building or campus, will be approved by the Board of Governors
- Ultimate authority to accept, decline, discontinue or transfer a naming at Conestoga College rests with the Board of Governors unless delegated by them to another body or office.
- This Policy does not apply to sponsorship arrangements negotiated with Conestoga.

REFERENCES:

Canada Revenue Agency IT – 110R3 Gifts and Official Donation Receipts Endowment Management Policy / Procedures
Gift Acceptance Policy / Procedures Student
Award Policy / Procedures

REVISION LOG:

Revision Date	Summary of Changes
8/13/2009	Policies and Procedures Committee - Approved
8/26/2009	Academic Coordinating Committee - Approved
10/14/2014	Policies and Procedures Committee - Approved
11/5/2014	Academic Coordinating Committee – Approved
6/20/2018	Academic Coordinating Committee - Approved