

Philanthropic Naming Policy

Classification Philanthropy	Table of Contents 1 Purpose 1 2 Scope 1 3 Definitions 1 4 Policy Statement 2 5 Responsibilities..... 2 6 History 2
Approval Authority Board of Governors	
Implementation Authority Vice-President (Advancement)	
Effective Date March 17, 2017	
Last Revision N/A	

- 1 Purpose** The purpose of this policy is to set out the approval authority for the Naming of Tangible Assets and Non-Tangible Assets in recognition of Philanthropic Contributions to the University.
- 2 Scope** This policy applies to the Naming of Tangible Assets and Non-Tangible Assets in recognition of Philanthropic Contributions to the University.

This policy does not address the Naming of University assets as a result of functional or honorific Namings.
- 3 Definitions** In this policy:
- a) “Board” means the University’s Board of Governors.
 - b) “Naming” means the process of conferring a name upon a Non-Tangible Asset or Tangible Asset.
 - c) “Non-Tangible Asset” means an asset of the University that is not physical in nature. It includes but is not limited to academic units, programs, chairs, lectureships, scholarships, awards, bursaries, student services, and other suitable naming opportunities as approved by the Vice-President (Advancement).
 - d) “Philanthropic Contributions” means a gift or sponsorship funding provided by individuals, foundations, corporations, and other organizations to support the University. Government funding is not a Philanthropic Contribution.
 - e) “Tangible Assets” means a physical asset of the University. It includes buildings, collections, equipment, roadways, parks, and other physical assets as approved by the Vice-President (Advancement).

f) “University” means the University of Calgary.

4 Policy Statement

- 4.1** Tangible Assets and Non-Tangible Assets may only be named in recognition of Philanthropic Contributions in accordance with this policy.
- 4.2** The Board has the authority to approve the Naming of Tangible Assets and Non-Tangible Assets in recognition of Philanthropic Contributions of greater than \$5,000,000.
- 4.3** The President, in consultation with Executive Leadership Team, has the authority to approve the Naming of Tangible Assets and Non-Tangible Assets in recognition of Philanthropic Contributions of \$1,000,001 to \$5,000,000.
- 4.4** The Vice-President (Advancement) has the authority to approve the Naming of Tangible Assets and Non-Tangible Assets in recognition of Philanthropic Contributions of up to \$1 million and in accordance with the operating standards for Philanthropic Naming.

5 Responsibilities

- 5.1** Vice-President (Advancement) will:
- a) establish and maintain operating standards for Philanthropic Naming opportunities, including those that impact the reputation of the university;
 - b) establish criteria for Philanthropic Naming; and
 - c) coordinate proposals for Philanthropic Naming opportunities.

6 History

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| March 17, 2017 | Approved and Effective. This policy supersedes the Naming Physical and Academic Entities policy approved by the Board on December 9, 2010 which replaced the Naming of Buildings Policy that was approved by the Board on September 20, 1990 and amended on March 14, 1991. |
| January 1, 2020 | Editorial Revision. Updated format. Also updated position titles, where applicable. |