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**Naming Opportunities**

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**1. Purpose**

St. Mary's University (the "University") affirms that recognizing contributions through naming opportunities reflects philanthropic leadership and exceptional service that honours the mission, reputation, and long-term interests of the University. This policy establishes a consistent framework for reviewing, approving, and stewarding fair and appropriate naming opportunities aligned with institutional priorities. Such recognition is a visible expression of generosity that supports the common good and advances the University's educational mission.

**2. Scope**

- 2.1 This policy applies to philanthropic naming including:
  - 2.1.1 Physical assets such as buildings, wings of buildings, classrooms, laboratories, student spaces, and gathering areas
  - 2.1.2 Academic or programmatic entities such as programs, centres, chairs, lectureships, and scholarships and awards (minimum endowment thresholds apply to scholarships and awards)
  - 2.1.3 Other recognition opportunities aligned with institutional priorities (e.g., virtual or digital spaces)
- 2.2 This policy does not apply to temporary naming associated with sponsorship recognition.

**3. Definitions**

- 3.1 Philanthropic Naming - Recognition granted in honour of a donor in acknowledgement of a significant charitable contribution.
- 3.2 Honorific Naming - Recognition granted to honour an individual for exceptional service or contribution.
- 3.3 Sponsorship Recognition - Time-limited recognition associated with contractual marketing agreements and not considered philanthropic naming.
- 3.4 Tangible Asset - A physical space or asset such as a building or room.
- 3.5 Non-Tangible Asset - An academic or programmatic entity such as a program, centre, chair, or scholarship.
- 3.6 Virtual Space - Digital or online environments associated with University initiatives.
- 3.7 Substantial Contribution - A financial contribution significant relative to the value or prominence of the asset.
- 3.8 Gift Agreement - A formal agreement outlining donor intent, recognition terms, naming duration, and conditions.

Approval Authority	Responsible Office	Effective Date	Date Last Revisited	Review Frequency
Board of Governors	External Relations	April 11, 2024	April 16, 2026	Every 5 years

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### **4. Principles**

- 4.1 Naming opportunities are reviewed through a structured approval process, and all building naming requires Board approval regardless of gift value.
- 4.2 A gift should cover all or a significant portion of the cost or ongoing support of the named entity.
- 4.3 All naming decisions must safeguard and shall not interfere with academic freedom, institutional autonomy, and governance processes.
- 4.4 The University applies clear thresholds, formal agreements, and defined criteria to ensure that naming practices remain consistent, equitable, and aligned with institutional priorities and reputational considerations.
- 4.5 All naming recognition, including signage and duration, reflects the University's standards and values, reinforcing trust with donors and the broader community.
- 4.6 Honorific naming will normally occur no sooner than two years after an individual's service or lifetime. Honorific naming will not be granted for current employees or officials.

### **5. Related Policies**

**Appendix A: Procedures for Naming Opportunities**

1. External Relations will maintain an internal schedule establishing naming thresholds, duration, and funding thresholds, which may be updated from time to time.
2. Sponsorship recognition is handled separately from philanthropic naming, and all sponsorships must follow contractual agreements specific to sponsorship activities.
3. For every naming opportunity, a formal gift agreement must be completed. The agreement must include:
  - 3.1. Donor intent,
  - 3.2. Recognition terms,
  - 3.3. Duration of the naming,
  - 3.4. Signage requirements,
  - 3.5. Provisions for changes to the asset, and
  - 3.6. Endowment minimums, where applicable.
4. Naming is typically granted for the useful life of the asset or for a defined term (duration). Perpetual naming may be approved only in exceptional circumstances.
5. The University may review or revoke a naming if:
  - 5.1. Reputational risk emerges,
  - 5.2. Donor commitments are not met, or
  - 5.3. The named asset is substantially altered.
6. Honorific naming will normally occur no sooner than two years after an individual's service or lifetime. Honorific naming will not be granted for current employees or officials.
7. The required approval level depends on the financial value, prominence, and reputational impact of the naming:
  - 7.1. External Relations Approval (up to \$100,000)
    - 7.1.1. Includes scholarships, bursaries, awards (minimum \$20,000), classrooms, and small spaces.
  - 7.2. Board of Governors Approval (\$100,000+)
    - 7.2.1. Includes student spaces, residence areas, and programmatic naming.
    - 7.2.2. Includes buildings, major facilities, and transformational gifts.
    - 7.2.3. All building naming requires Board approval regardless of gift value.
8. No naming commitments may be made before the required approval is secured.
9. All naming signage must comply with institutional branding, accessibility standards, and wayfinding guidelines.