

Royal Roads University Policy

Policy Number:

b1240

First implemented:

June 22, 2015

Approved By:

Board of Governors

Office of Oversight:

VP Communications & Advancement

Board Policy Statement

Royal Roads University (RRU) offers naming opportunities to recognize the generous contributions of our supporters and encourage a culture of philanthropy and donor investment in RRU initiatives.

All naming applications must align to RRU's strategic direction, mission and guiding values that shape the university's focus. Furthermore, naming applications must be in accordance with the BC Government Naming Privilege Policy, the Hatley Park National Historic Site Commemorative Integrity Statement, and other RRU policies and practices.

Legacy naming of facilities and physical spaces (i.e., Hatley Castle, Grant Building, Nixon Building, Italian Gardens) will not be eligible for new naming opportunities. Past naming related to gift agreements will be grandfathered and will not be required to conform to the university's naming policy or updates, unless naming rights within the agreement expire and are subsequently renewed.

Naming opportunities with a value in excess of \$500,000 must be approved by the Board of Governors. Naming opportunities with a lesser value will be delegated for approval to the President. Honorific naming opportunities will be considered on a case-by-case basis and require approval from the Board of Governors

President's Responsibilities

The President shall ensure that resources, procedures, and processes are in place to effect this policy, and that goals and performance measures are identified within the annual fund development strategy.

Information, Action and Monitoring Requirements for the Board

The Board will be updated annually on all matters related to this policy, including naming



opportunities in discussion or those that were rejected, with the rationale provided.

Source URL (modified on 2017-08-24 16:24): <http://policies.royalroads.ca/policies/donor-naming-privilege-policy>