



Procedures

Policy Name	Donor Recognition and Naming of Institutional Assets		
Policy #	201	Category	Advancement
Policy Sponsor	Associate Vice-President, Advancement	Previous Revision Date	N/A
Policy Approved by	President and CEO	Revision Date	June 4, 2020
Procedures Approved by	Vice-President, Advancement & International	Review Date	See Policy Review Date or as Required

See the related [POLICY](#).

DEFINITIONS

Major Naming Opportunities include

- a. Buildings, parts of buildings, facilities or physical infrastructure of other types;
- b. Common spaces (lounges, lobbies, etc.), green spaces (lawns, trees, gardens etc.) and outdoor spaces (plazas, roads, walkways, etc.)

Secondary Naming Opportunities include

- a. organizational units that are part of the institution (such as programs, departments, schools and centres, etc.)
- b. academic offerings (such as courses, fields of specialization, degrees, diplomas and certificates) approved by the Board.
- c. scholarships, bursaries and other student awards;
- d. other naming opportunities as may be reasonably thought suitable.

PROCEDURES

1. General Administration

- 1.1 In the case of approved campaigns, donors will be listed for the full amount of their pledge in the campaign's final report and other places and publications as appropriate.
- 1.2 Gift-in-kind donors will be listed in the appropriate category based on the fair market value of their gift.
- 1.3 In the case of realized bequests, donors will be listed as "The Estate of ...".
- 1.4 The manner of recognition provided to donors will be determined by donor recognition standards developed by the Advancement office and will be specified in the gift agreement. All gift agreements will be authorized as per Policy 504-G – Management Authorities Grid.
- 1.5 The Advancement office is responsible for determining the eligibility of donations for CRA charitable receipts and the issuing of CRA charitable receipts.

2. Naming Proposals

- 2.1 Philanthropic naming proposals must be submitted for approval, in writing, to the Associate Vice-President, Advancement. Proposals will include a social responsibility review of the donor and the proposed naming, to ensure alignment with Saskatchewan Polytechnic's mission, vision and values.
- 2.2 The proposal will be reviewed to ensure that the proposed philanthropic naming:
 - 2.2.1 Enhances the reputation of the institution or its standing in the academic community and with particular due diligence with respect to a gift which:
 - (a) does not expose the institution to an uncertain and potentially significant liability;
 - (b) does not come from illegal activities;
 - (c) because of its unusual nature, presents questions as to whether it is within the role and scope of the institution.
 - 2.2.2 Conforms with the institutions commitment to integrity and quality of education and advances Saskatchewan Polytechnic's mission, without overtly endorsing an ideological position.
 - 2.2.3 Recognizes a significant and consistent proportion of the cost of the entity to be named.
- 2.3 The Associate Vice-President, Advancement will present philanthropic naming proposals up to \$2,500,000 to Senior Management Council for consideration and approval.
- 2.4 Proposals over \$2,500,000 will be presented by the President & CEO, with their recommendation, to the Board of Directors for consideration and action.
- 2.5 The governing body responsible for approval of a name change will look to the unit(s) most closely affected for a recommendation for a change of name, always balancing the recommendation with an overriding concern for the best interests of the institution in general.
- 2.7 Pending such approval, discussions with donors or other stakeholders regarding philanthropic naming opportunities remain provisional.
- 2.8 Upon approval, the Advancement Office will administer the implementation of philanthropic naming opportunities in collaboration with the donor, the Faculty or Department implicated and Facilities Management.
- 2.9 Plaques or signage recognizing donors and all named spaces shall conform to the approved Saskatchewan Polytechnic's design and be consistent with the Saskatchewan Polytechnic's branding and signage policies. The Advancement Office will oversee and manage all named space recognition signage and ensure all signage conforms to standards established by Communications and Marketing.
- 2.10 Plaques or other signage of named spaces will not normally be affixed until 20%, or the first pledge payment of an expected gift is received, unless otherwise directed by the Associate Vice-President, Advancement.
- 2.11 Provisions in this policy that refer to naming for a benefactor also in general apply to naming for a third-party at the wish of a benefactor.