



PHILANTHROPIC NAMING PROCEDURE

Procedure Type:	Board	Initially Approved:	November 3, 2025
Procedure Sponsor:	President and CEO	Last Revised:	November 3, 2025
Responsible Unit:	External Relations	Review Scheduled:	November 2030
Approver:	Board of Governors		

A. PURPOSE

These procedures clarify definitions and further describe processes found in the AUArts Philanthropic Naming Policy.

B. PROCEDURES

1. TIMING

- 1.1 Proposals, recommendations and decisions regarding Philanthropic Naming can occur at any time.

2. PROCESS

- 2.1 To uphold the reputation of the university, the Executive Director, External Relations must oversee any discussions regarding Philanthropic Naming, to determine and ensure that it is appropriate, suitable, and adheres to all AUArts policies and legislative requirements.
- 2.2 At the recommendation of the Executive Director, External Relations, a proposal for naming is developed, within donor and philanthropic practices, in consultation with the university unit(s) impacted, and the President and CEO.
- 2.3 The Executive Director, External Relations or a member of staff delegated to by the Executive Director, discusses and comes to agreement on the naming proposal with the donor.
- 2.4 the Executive Director, External Relations consults with and keeps informed the President and CEO's Cabinet of any opportunities and decisions and may ask for feedback or guidance.
- 2.5 In accordance with the Philanthropic Naming Policy the President and CEO will recommend Philanthropic naming opportunities above \$100,000 to the Advancement Committee of the Board of Governors who are responsible for recommending Naming proposals to the Board of Governors for final approval.

3. IMPLEMENTATION

- 3.1 Implementation of naming are a collective responsibility of the relevant organizational unit(s) and the Executive Director, External Relations. The

Executive Director is responsible for identifying the relevant units impacted and/or required to support implementation.

- 3.2 Public display of naming (e.g., signage) shall be in accordance with brand guidelines, the signage program and facilities maintenance.

4. TERM OF NAMING

- 4.1 Philanthropic Naming will be of a fixed term as committed to in the Philanthropic Gift Agreement. Exceptions to naming time limits may be approved by the Board of Governors.
- 4.2 If no formal agreement exists or can be found, existing naming at AUArts can be rescinded or removed.
- 4.3 If there is no term stated on a previous agreement, AUArts can rescind the name if it has been in place for more than five years.

5. REVOCATION OR CHANGES TO NAMING

- 5.1 Naming agreements will be revoked if it is determined that the name contravenes AUArts' vision, mission and values.
- 5.2 Naming shall be rescinded if the benefactor fails to complete financial or contractual commitments in accordance with agreements related to naming or philanthropic gift(s).
- 5.3 Where formal agreements previously existed, naming shall be rescinded if the financial or contractual commitments in the Philanthropic Gift Agreement are not met or are otherwise breached.
- 5.4 Once the commitments have been made in a naming agreement, or in the event no signed agreement can be found, AUArts has the right to rescind or change the name without notice in the event of a breach of the Philanthropic Naming Policy.
- 5.5 If the name or nature of the business of the philanthropic donor has materially changed, AUArts can review the agreement and make changes per the Philanthropic Gift Agreement.
- 5.6 If AUArts changes its named physical spaces, programs or other named entities that impact philanthropic gifts, it will work with the philanthropist well in advance to adapt the terms of the agreement and accommodate the donor's original intent and understanding to the highest degree possible.
- 5.7 If physical assets are named and are demolished, subsequently renovated or rebuilt, the University may retain the name, name another comparable room or facility, or discontinue the use of the name. The University will work with the philanthropist to meet the terms of the Philanthropic Gift Agreement.

6. PROCEDURE FOR EXCLUSIONS

- 6.1 Naming rights could occur in sponsorships with the approval of the Executive Director, External Relations, and for commitments over signing authority with the additional approval of the President and CEO.
- 6.2 Naming of scholarships, bursaries or awards for students is done in accordance with the *Student Awards Policy*.
- 6.3 In rare circumstances, Honorific Naming pays tribute to those who have made significant and/or historic impact on AUArts. Honorific Naming is not necessarily tied to philanthropy. Requests for Honorific Naming go to the

C. DEFINITIONS

Naming: Assigning a name to a tangible or nontangible asset of the university. Most typically done as an expression of gratitude or form of recognition for philanthropy, and most typically referred to in terms of philanthropy. Naming could recognize an individual, a family, an organization or corporation.

Naming as a result of Sponsorship or Honouring can occur outside the scope of the Philanthropic Naming Procedure.

Philanthropy: An act, gift, service, effort and/or initiative done, made, conducted or given to support the achievement of AUArts' mission, vision and Strategic Plan. Philanthropy can be a one-time or ongoing series of activities and/or actions made by individuals, foundations, corporations or organizations conducted in good faith to support AUArts without expectation of benefit to self.

Philanthropic Gift: This can be in the form of a contribution of cash, gifts-in-kind, gifts-of-service, securities, bequests, life insurance, real estate, insurance, bequests, annuities, trusts, grants, community collaborations and projects. These contributions may or may not be for one-time use, restricted use, or any other agreements made. Also known as "donation", "charity", "gift", "contribution".

Term: Effective dates of the agreement.

D. RELATED POLICIES

- Acceptance of Philanthropy Policy
- Philanthropic Naming Policy
- Philanthropy Policy

E. RELATED LEGISLATION

- Alberta Charitable Fundraising Act
- Association of Fundraising Professionals Code of Ethical Standards
- Canada Income Tax Act (Canada Revenue Agency)
- Post-secondary Learning Act (Alberta)

F. RELATED DOCUMENTS

- Philanthropy Procedure
- Acceptance of Philanthropy Procedure

G. REVISION HISTORY

Date (mm/dd/yyyy)	Description of Change	Sections	Person who Entered Revision (Position Title)	Person who Authorized Revision (Position Title)
11/03/2025	NEW Procedure	All	Executive Director, External Relations	President and CEO