

DOCUMENT TYPE	P	
ADMINISTRATIVE	5	
DEVELOPMENT	7	
FUNDING	2	
NUMBER	011	
		Policy Database Document Reference Number <b>572011P</b>

## NAMING RIGHTS POLICY

<b>Purpose/ objectives</b>	<p>In fulfilling its mission, the University receives support from its alumni members, the community and from other donors. Support, in the form of donations and contributions, allows the University to develop alternative revenue streams. Provision for naming rights enables the University to:</p> <ul style="list-style-type: none"> <li>• acknowledge those who have provided outstanding service to the institution; and/or,</li> <li>• recognise those who make a major investment in the University through donations and financial contributions.</li> </ul>
<b>Scope/ Application</b>	<ul style="list-style-type: none"> <li>• All Faculties, campuses, divisions and organisational units of the University.</li> <li>• All donations and contributions where the prospective donor seeks or might be offered <i>building or facility naming rights</i>.</li> </ul> <p>Naming rights may be offered to those whose service and/or generosity to the University:</p> <ul style="list-style-type: none"> <li>• advance the academic mission of the University;</li> <li>• are consistent with the core values of the University;</li> <li>• further the capacity of the University to meet its objectives; and</li> <li>• enhance the growth and reputation of the University.</li> </ul>
<b>Policy Statement</b>	<p>The University may at any time receive and consider an approach from any source, to make a donation or contribution in exchange for naming.</p> <p>Individuals or organisations that support the University through donations or contributions are entitled to negotiate naming rights.</p> <p>A donor may not receive any material benefit from their donation but has the right to receive recognition from the University for their support. Acknowledgement may include the University's decision to award naming rights either to the donor or a person or persons nominated by the donor or organisation, company or brand.</p> <p>In considering an application for naming rights from a donor, the University will take into account issues of academic freedom, integrity and financial implications and reserves the right to refuse a donation on the grounds that this may be compromised through an acceptance of the donation.</p> <p>Subject to La Trobe University practices applying, naming rights may be granted in relation to:</p> <ul style="list-style-type: none"> <li>• naming of all or part of a building;</li> <li>• a facility;</li> <li>• other options, approved by the University.</li> </ul> <p><i>Naming of Building</i> in perpetuity requires donation an amount equivalent to 30% of total construction cost or more, provided for:</p> <ul style="list-style-type: none"> <li>• University's Capital Fund generally;</li> <li>• a specified Building to accommodate a particular activity;</li> <li>• general support to University research;</li> <li>• support to a specific research project;</li> <li>• a nominated area of research.</li> </ul>

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	<p>Evidence of this level of support must be presented when the request for naming is submitted to the Buildings and Grounds Division.</p> <p><i>Major Internal Building Space or Facilities</i> may be named either in perpetuity or for a specified period, for contributions of the total cost or more (individual or corporate).</p> <p>Evidence that the level of support offered will meet all associated costs must be presented when the request for naming is submitted to the Buildings and Grounds Division.</p> <p>In soliciting or receiving support from donors, the University must conduct individual assessments to establish whether the support qualifies as a donation which is voluntary, tax-deductible, not subject to GST and has no entitlement to material benefit, or as a contribution which is not tax-deductible, is subject to GST and can result in material benefits, negotiated with the University.</p> <p>All personnel who are authorised by the University to solicit donations must be fully conversant with the terms of this Policy.</p> <p>A building or Centre may be named in perpetuity for a supporter who or organisation that provides a minimum sum* to support the capital fund of the Foundation.</p> <p>A building or Centre may be named in perpetuity for a supporter who or organisation that provides a minimum sum* to the University to support University research generally, or a nominated specific area of research.</p> <p>An <i>endowment</i> must normally fully fund the project or activity envisaged, normally including maintenance or holding costs associated with that project or activity.</p> <p><i>Part of a building or a facility</i>, including internal building space (eg lecture theatres, sections of libraries, laboratories, Centres etc.), small outside constructions, and walkways (whether new or existing), may be named for a donor/grantor for a minimum contribution*. An appropriate plaque, placed on site, will acknowledge the donation.</p> <p>The <i>duration of the recognition</i> - whether in perpetuity or for a named period - will be determined by the University in consultation with the donor/contributor or a trustee at the time of the donation/contribution, based on the actual cost of provision and maintenance of the space. A minimum naming period would be five years.</p> <p>* Minimum sums to be determined on advice from the Senior Executive Group.</p>
<b>Supporting Documents</b>	Naming Rights Procedures
<b>Responsibility for implementation</b>	Executive Director, Business Development (for policy approval) Director (Estate Management) (for implementation) Manager, Development (for policy implementation and Policy updates)
<b>Responsibility for monitoring implementation and compliance</b>	Director (Estate Management) (for monitoring and compliance) Manager, Development (for monitoring and compliance and Policy updates)
<b>Status</b>	New Policy

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<b>Key stakeholders</b>	La Trobe University Council Vice-Chancellor and members of the Senior Executive Executive Director, Business Development Director (Estate Management) Manager, Development
<b>Approval Body</b>	Senior Management Committee – July 2008
<b>Initiating Body or person(s)</b>	Senior Management Committee – July 2008
<b>Definitions</b>	<b>Donor:</b> alumni, individual, corporation or foundation who has provided a gift of money, sponsorship or in-kind to the University. <b>In perpetuity:</b> an indefinite period of time.
<b>Related legislation</b>	<a href="#">Information Privacy Act 2000</a> <a href="#">Freedom of Information Act 1982</a> <a href="#">Australian Tax Legislation</a>
<b>Related Policy and other documents</b>	Gifts Policy Named Gifts Policy Fundraising Policy Donor Rights policy Aquila Association Membership Policy <a href="#">Universities Australia Code of Practice for Australian Universities Philanthropy</a> Foundation Code of Conduct
<b>Date Effective</b>	July 2008
<b>Next Review Date</b>	January 2010.
<b>Keywords</b>	Donors, donations, gifts, La Trobe Foundation, money, sponsorship
<b>Owner/Sponsor</b>	Executive Director (Business Development)
<b>Author</b>	Executive Officer, La Trobe University Foundation
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