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| DOCUMENT TYPE  | D   |  |
| ADMINISTRATIVE | 5   |   |
| DEVELOPMENT    | 7   |   |
| FUNDING        | 2   |   |
| NUMBER         | 012 |   |
|                |     | Policy Database Document Reference Number 572012D                                   |

## NAMING RIGHTS PROCEDURES

| <b>Parent Policy Title</b>  | Naming Rights Policy   |  |      |         |  |   |  |   |   |   |
|---|--|--|------|---------|--|---|--|---|---|---|
| <b>Associated Documents</b>                                       | Named Gift Procedures<br>Gift Procedures   |  |      |         |  |   |  |   |   |   |
| <b>Preamble</b>   | <p>The University is responsible for all decisions on naming rights in relation to a Building, part of a Building or other Facility; and:</p> <p>i) retains the right to name buildings at the University;</p> <p>ii) has adopted a policy that where University buildings are to be named after people or organisations, such buildings are only to be named within the context of approved policy.</p>   |  |      |         |  |   |  |   |   |   |
| <b>General</b>  | <p>Requests for the naming of a building or part of a building from other areas of the University should be presented to the La Trobe University Foundation Office with supporting documentation to highlight suitability within the context of the Naming Rights Policy.</p> <p>If supported, the request will be approved by the Executive Director, Business Development and will be referred to the Director of Estate Management for co-approval.</p> <p>Requests jointly approved will then be forwarded to the Vice-Chancellor for final authorisation.</p> <p>Donations must:</p> <ul style="list-style-type: none"> <li>• be made voluntarily</li> <li>• not provide any material benefit to the donor</li> <li>• arise essentially from benefaction and proceeds from detached and disinterested generosity</li> </ul> |  |      |         |  |   |  |   |   |   |
| <b>Table of Contents</b>  | <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: left;">Item</th> <th style="text-align: left;">Section</th> </tr> </thead> <tbody> <tr> <td>Naming rights in recognition of a donation</td> <td>1</td> </tr> <tr> <td>Naming rights in recognition of a contribution to the University</td> <td>2</td> </tr> <tr> <td>Naming rights in recognition of outstanding service or generosity</td> <td>3</td> </tr> </tbody> </table>   |  | Item | Section | Naming rights in recognition of a donation | 1 | Naming rights in recognition of a contribution to the University | 2 | Naming rights in recognition of outstanding service or generosity | 3 |
| Item  | Section  |  |      |         |  |   |  |   |   |   |
| Naming rights in recognition of a donation                        | 1  |  |      |         |  |   |  |   |   |   |
| Naming rights in recognition of a contribution to the University  | 2  |  |      |         |  |   |  |   |   |   |
| Naming rights in recognition of outstanding service or generosity | 3  |  |      |         |  |   |  |   |   |   |
| <b>1. Naming Rights in Recognition of a Donation</b>              | <p><b>Financial or non-Financial – i.e. goods, property</b></p> <p><u>Rights Available:</u></p> <ol style="list-style-type: none"> <li>1. a Building</li> <li>2. part of a Building</li> <li>3. a Facility</li> <li>4. the conferral of an academic title</li> </ol>   |  |      |         |  |   |  |   |   |   |

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| <b>DOCUMENT TYPE</b>  | <b>D</b>   |  |
| <b>ADMINISTRATIVE</b> | <b>5</b>   |   |
| <b>DEVELOPMENT</b>    | <b>7</b>   |   |
| <b>FUNDING</b>        | <b>2</b>   |   |
| <b>NUMBER</b>         | <b>012</b> |   |
|                       |            | Policy Database Document Reference Number <b>572012D</b>                            |

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|---|---|
|   | <p>5. an Academic Position<br/> 6. a Medal<br/> 7. a Scholarship<br/> 8. a Prize<br/> 9. other options, approved by the Vice-Chancellor.</p> <p><i>1) Naming an entire Building</i><br/> Naming a building in perpetuity requires a donation of 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> <p>Evidence of this level of support must be presented when the request for naming is submitted to the La Trobe University Foundation Office.</p> <p><i>2 and 3) Part of a Building or a Facility</i><br/> Major Internal Building Space, Small Outside Constructions, Walkways or other Facilities may be named either in perpetuity or for a given period, for donations of the total cost or more.</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 La Trobe University Foundation.</p> <p><i>4) The conferral of an academic title.</i><br/> An academic position may be named either in perpetuity or for a specified period, for donations which are equal to no less than 50% of total cost of offering the position.</p> <p>Evidence of this level of support must be presented when the request for naming is submitted to the La Trobe University Foundation.</p> <p>* see footnote for amounts required to establish Chairs.</p> <p><i>5) An Academic position</i><br/> <i>6) A medal</i><br/> <i>7) A Scholarship</i><br/> <i>8) A Prize or</i><br/> <i>9) Other options</i> as approved by the VC.</p> <p>These are all determined on an individual basis depending on nature and value of donation.</p> <p>Supporting documentation to detail the nature and value of the donation must be presented when any request for naming is submitted to the La Trobe University Foundation Office.</p> |
| <p><b>2. Naming rights in recognition of a contribution</b></p> | <p><i>Rights Available:</i><br/> As above<br/> Supporting documentation to detail the nature and value of the donation must be presented when any request for naming is submitted to the La Trobe University Foundation Office.</p>   |

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| <b>3. Naming rights in recognition of outstanding service or generosity</b> | <p><i>Rights Available:</i><br/>As for 1. above<br/>All the above may be given in perpetuity or for a given period.<br/>The Executive Director, Business Development and the Director, Estate Management will determine this on an individual basis and make a suitable recommendation to the Vice-Chancellor.</p> |
| <b>Status</b>   | New. This procedure replaces any procedures for the naming of buildings formerly in place within the organisation.   |
| <b>Approval Body</b>  | Senior Management Committee.   |
| <b>Initiating Body</b>  | Senior Management Committee.   |
| <b>Definitions</b>  | <p><b>Donor:</b> alumni, individual, corporation or foundation who has provided a gift of money, sponsorship or in-kind to the University.<br/><b>In perpetuity:</b> an indefinite period of time.</p>   |
| <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<br>Director, Estate Management.   |
| <b>Author</b>   | Executive Officer, La Trobe University Foundation  |
| <b>Contact person</b>   | <a href="mailto:development@latrobe.edu.au">development@latrobe.edu.au</a>   |