

## Naming Rights Policy

**Category:** University Management  
**Last Modified:** April 2009  
**Review Date:** July 2013  
**Approved By:** Vice-Chancellor  
**Contact Person:** Alumni & Development Manager, Extn 3723

*Note: This is an interim document which will be reviewed in September 2012. Comments and feedback regarding its efficacy should be sent to Graeme Steven, Extn 3723, <mailto:graeme.steven@canterbury.ac.nz>*

### **Introduction:**

The purpose of this policy is to establish the criteria and procedures for granting Naming Rights in relation to University assets, activities or academic employment positions to specified parties.

There are two circumstances in which Naming Rights may be granted:

- a) Naming Rights in Consideration (see definition below)
- b) Naming Rights in Recognition (see definition below)

In each case, it is expected that a specific agreement about the nature of the Naming Right would be drawn up between the parties or their representatives, such agreement to be governed by the provisions of this Policy.

This policy does not cover scholarships or research grants. The Naming Rights Policy applies University wide.

### **Definitions:**

**Naming Rights in Consideration** is in consideration of financial contributions, sponsorship or other commercial transactions.

**Naming Rights in Recognition** is in recognition of any significant contributions to the University that it wishes to honour. These contributions can be financial or other gifts from donors, or meritorious service, and is at the discretion of the University in agreement with the party or their representatives.

## **Policy Statement and Guidelines:**

### **1. Naming Rights in Consideration**

Naming Rights may be granted by the University in consideration of contributions made to the University, usually through the UC Foundation. “Naming Rights in Consideration” may be granted in return for provision to the University of an appropriate financial contribution or sponsorship, including provision or supply of equipment, materials, land or services.

Where no valuation has been assigned in terms of clause 1.6, the value of the consideration provided will be decided on a case-by-case basis.

### **2. Naming Rights in Recognition**

Naming Rights may be granted at the sole discretion of the University in recognition of persons or entities it wishes to honour. Persons with records of honourable and long service to the University, a faculty or department may be recognised by the naming of lecture rooms, laboratories, conference rooms, walks, gardens etc.

One of the following three criteria must be fulfilled in order for the granting of “Naming Rights in Recognition” to be considered:

- Recognition of outstanding service to the University of Canterbury whilst serving in an academic or administrative capacity; or outstanding service to the Canterbury community or to the New Zealand community.
- Recognition of the achievements of distinguished alumni.
- Recognition of a generous financial or other contribution from a donor (be it by way of donation, bequest, sponsorship etc), such contribution being voluntary and not rendered in consideration of the granting of naming rights.

The University may solicit suitable donations from the advocates of such recognition, particularly if the request comes from other than a family member.

The granting of “Naming Rights in Recognition” is at the sole discretion of the University, with the agreement of the party or their representatives.

### **3. Granting Naming Rights**

In granting naming rights, either “in consideration” or “in recognition”, due regard should be taken of the need to maintain an appropriate balance between commercial considerations and the role which names of buildings and spaces play in contributing to the University’s sense of identity as well as their role in assisting staff, students and visitors to orientate themselves within the campus. The University Council resolution of 31 October 2001 on bi-lingual signage should also be taken into account.

The granting of Naming Rights must always be consistent with the University of Canterbury vision and strategic priorities. The long-term effects of the Naming Rights must be considered. The Department/Centre affected by the naming right to be granted must be consulted before any decision is made.

Each granting of naming rights shall be bound by an agreement.

### **4. Items for which Naming Rights may be awarded:**

#### **4.1 Physical Spaces**

Naming Rights may be awarded for whole buildings, spaces within buildings, or for outside areas such as:

- Reception area/atriums/foyers
- Lecture theatres
- Libraries
- Common rooms
- Seminar/conference rooms
- Tutorial rooms
- Laboratories
- Observatories and Field Stations
- Offices
- Gardens/walks
- Roads
- Open spaces i.e. lawns

#### **4.2 Academic Positions**

Naming Rights may be granted in respect of academic positions such as:

- Professorial positions
- Teaching or research fellowships

#### **4.3 Events and Activities**

Naming Rights may be granted in respect of events and activities such as:

- Ceremonies
- Concerts
- Dramatic performances
- Conferences
- Public lectures and speeches

### **5. Delegation of Approval Authority**

The University Council is the body that grants Naming Rights. In any particular case or cluster of cases the Council may delegate approval authority to the Vice Chancellor, consistent with the capital expenditure delegations in the Delegations Schedule dated 31 March 2004.

### **6. Informed Consent**

The University shall not grant a Naming Right without the informed consent of the Named Party or the Named Party's legal representative.

### **7. Notional Valuation of Naming Rights**

Notional valuations may be assigned to Naming Rights possibilities on a case-by-case basis to aid with making decisions about granting Naming Rights.

#### **Guidelines:**

The Vice-Chancellor will decide the notional valuation of each Naming Right. Each case should take in to account market comparisons for Naming Rights, for which professional advice may be sought.

In addition, the Executive Officer of the UC Foundation shall maintain a schedule of Naming Rights notional valuations to assist with new decisions.

## **8. Duration of Naming Rights**

The duration of Naming Rights shall be decided or negotiated on a case-by-case basis.

## **9. Physical Display of Naming Rights**

The physical display of the Naming Rights shall be decided or negotiated on a case-by-case basis. In the case of buildings, the physical display of the Naming Rights will take into account the corporate identity of the University and opportunities offered by that building for the University of Canterbury.

In cases of “Naming Rights in Recognition”, plaques or tablets may with the approval of the Vice-Chancellor, be installed in buildings in recognition of distinguished members of the University faculty, staff or alumni whose services were identified with the functions of those buildings. Plaques must adhere to a standard agreed to by the Vice-Chancellor.

## **10. Transferability**

In this heading “parties” includes the legal representatives of the parties.

### **10.1 Of asset, activity or academic position**

Naming Rights may be transferred to another asset, activity or academic position by mutual agreement between the parties.

### **10.2 Of Named Party**

Naming Rights may only be transferred to any other Named Party by mutual agreement between all the named parties.

## **11. Tradability**

“Naming Rights in Consideration” may be traded by mutual agreement between all the parties. Traded is defined as “to exchange or swap one naming right for another.” For example when a company changes its name the naming right may be changed or “traded” to reflect the new name. “Naming Rights in Recognition” may not be traded.

## **12. Renewability**

Naming Rights may be renewed by mutual agreement between all the parties.

## **13. Limit of Naming Rights on the part of the University**

The University’s right to use the name and other brand elements of the Named Party shall only be permitted by express agreement with the Named Party.

## **14. Limit of Naming Rights on the part of the Named Party**

The concept of academic freedom is central to the existence of a university. It is with this understanding that the following limitations apply:

- The Named Party after whom an academic position is named shall have no rights to limit the academic freedom or obligations in respect of the management or exercise of that position.
- The Named Party after whom a building or part of a building is named shall have no rights to the purpose to which that building or part of the building is applied unless provided for in the specific contract between the parties.

- The Named Party after whom an activity is named shall have no rights or obligations in respect of the management or conduct of that activity unless provided for in specific contract between the parties.
- Notwithstanding the above, the University will not agree to any condition in a contract that could unnecessarily limit academic freedom.

In turn, the Named Party shall bear no liability in respect of that asset, activity or academic position unless provided for in specific contract between the parties.

Any such limits must be included in any Naming Rights agreement.

## 15. Early Termination of Naming Rights

In the event of this policy and any specific contract entered into being breached, the parties may terminate a Naming Rights agreement in advance of the scheduled date, under the following conditions:

### 15.1 Termination by the University

The University reserves the right, at its sole discretion, to terminate Naming Rights without refund of consideration, prior to the scheduled termination date, should it feel it is necessary to do so to avoid the University being brought into disrepute.

### 15.2 Termination by the Named Party

The Named Party may without refund of consideration, at its sole discretion, terminate its acceptance of the Naming Rights prior to the scheduled termination date, in the event that the University directly brings the Named party into disrepute, unless as a result of bona fide research, consultancy, teaching or other community service conducted within the bounds of academic freedom.

## Related Policies, Procedures and Forms:

- [Fundraising Activities](#)

## Appendices:

- Appendix A: University Names

## Notes:

1. For any matters pertaining to the Naming Rights Policy contact:  
 Shelagh Murray  
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 University of Canterbury Foundation  
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Version Control Table		
Action	Approval Body	Date Amended

Full Review	Vice-Chancellor	21 April 2009
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## **Appendix A**

### **University Names**

Names used within the University and for University Field Stations include:

#### **1. Buildings**

James Hight Building - Rutherford Building – Chemistry and Physics  
Te Ao Marama – Maori  
CAPE – Special Purposes laboratory  
Erskine – Mathematics, Statistics and Computer Science Building  
Siemon Lab – Chemical & Process Engineering  
Denham Lab – Chemical & Process Engineering

#### **2. Rooms within Buildings**

Mathematics – Peterson Room and the Mary Harding Room  
    – Peter Bryant Lab  
    – Brent Wilson Lab  
    – Roy Kerr Lab  
    – Derrick Breach Resource Room  
Gender Studies – Belinda Room  
Geography – Jobberns Room  
Classics – Logie Collection  
Education – Te Ara Pounamu (Study Room for Maori & Pacific Island students)  
Maori – Te Awaroa (Bill Nepia)  
PAMS – Heinemann Lab  
Engineering – Sutherland Room

#### **3. Field Stations**

Edward Percival Field Station – Kaikoura  
George Knox Research Laboratory – Kaikoura

Maxwell Gage Field Station – Westport  
Brian Mason Research Centre – Westport

Charles Foweraker Field Station – Harihari

*Attached to Physics & Astronomy*  
Townsend Observatory – Christchurch Arts Centre  
Mount John University Observatory – Tekapo

#### **4. Positions**

Tait Chair in Communications  
NZ Fire Service Commission Lectureship in Civil Engineering  
Leicester Steven EQC Lectureship in Earthquake Engineering  
Cement and Concrete Association Fellowship – Civil Engineering  
Transfund Lectureship – Civil Engineering

Land Transport NZ Lectureship – Civil Engineering  
FIDA Professor in Timber Engineering – Civil Engineering  
Holcim NZ Adjunct Professor in Structural Concrete – Civil Engineering  
Fletcher Construction Lecturer in Construction Management – Civil Engineering  
Carter Holt Harvey Fellowship in Timber Engineering  
BNZ Chair in Finance – Business and Economics

## **5. Others**

### **UCSA**

Shelley Commonroom  
Dame Ngaio Marsh Theatre  
James Hight Café

### **Bishop Julius Hall**

### **Rochester & Rutherford Halls**

More  
Fisher  
Wilson

### **University Hall**

Herbison  
Popper  
Rolleston  
Bickerton  
Ngata  
Alpers  
Kate Sheppard

### **Macmillan Brown Library & Centre for Pacific Studies**

### **Pettman Junior Academy of Music**

17 April 2009 (updated)