

Naming Rights Policy

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Rā Arotake Review Date	September 2028
Mana Whakaae Approval Authority	Kaunihera o Te Whare Wānanga o Waitaha University Council
Āpiha Whakapā Contact Officer	Amokapua Assistant Vice-Chancellor Engagement

Kupu Whakataki | Introduction

This document governs the procedure for such naming and covers assets, whether on or off campus and controlled by the University, such as:

- Physical spaces:
 - Buildings or parts of buildings such as wings, where the identification focuses on the external feature.
 - Parts of buildings, such as floors, theatres, laboratories, and classrooms, where the identification deals with an internal feature.
 - Outdoor areas, such as gardens, courtyards, gates, ovals, playing fields, roads, or walkways.
 - Field stations.
- Academic entities and positions:
 - Schools, centres, and institutes.
 - Professorial chairs or other significant academic positions.
 - Programs and projects.
- Events and activities.
- Scholarships, prizes, and student project support.
- Any other facility, entity, or asset not listed above which may be recommended for naming after consultation with the Kaihautū | Director, Advancement.

Kaupapa Here | Policy Statements

The University may seek to recognise people or organisations that have either supported the University through distinguished effort, philanthropic support or sponsorship by naming facilities or entities in honour. (This document establishes the criteria and procedures for granting naming rights.)

In each case, it is expected that a specific agreement about the nature of the naming rights would be drawn up between the parties or their representatives, such agreement to be governed by the provisions of this document. A register of all naming rights, in consideration and in recognition, is to be held with and maintained by the [University's Engagement Office \(University of Canterbury Foundation website\)](#).

1. 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. For example, persons with records of significant achievements and honourable and long service to the University may be recognised by the naming of lecture rooms, laboratories, conference rooms, walks, gardens, etc.

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

- i. Recognition of outstanding achievement and service to the University whilst serving in an academic or administrative capacity; or outstanding service to the Canterbury community or to the New Zealand community.
- ii. Recognition of exceptional achievements of distinguished alumni.
- iii. Recognition of transformational philanthropic contributions.

2. Naming Rights in Consideration

Naming rights may be granted by the University in consideration of contributions made to the University, often through the Tūmahana | UC Foundation or its equivalent. 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. Typically, this is a commercial arrangement where the consideration may include display of logos, marketing opportunities and events during the course of the arrangement, which is normally time-bound (typically three to five years).

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

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. General Principles

The following general principles must be taken into consideration when negotiating naming rights:

- In recognition of Te Kaunihera o Te Whare Wānanga o Waitaha | University Council resolution of 31 October 2001 on bi-cultural signage (see [Appendix 2](#)), and acknowledgement of Ngāi Tahu/Ngāi Tūāhuriri as the Treaty partner, all naming discussions should be undertaken in consultation with Ngāi Tahu/Ngāi Tūāhuriri.
- 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 principles of equity and diversity.
- The granting of naming rights must always be consistent with the University's vision and strategic priorities. The long-term effects of the naming rights must be considered as well as ensuring an appropriate balance across the entire campus, rather than considering individual buildings or physical assets in isolation.
- The department/school or centre affected by the naming rights to be granted must be consulted before any decision is made. Likewise, faculties, departments/schools or centres seeking to secure naming rights must consult with the Director, A&UCF before any approaches are made to possible donors. Staff may have emotional connections and senses of history associated with buildings and spaces, and while it may not always be possible to meet all needs, it is important to recognise these while undertaking the process of naming or re-naming buildings and spaces.
- Philanthropy provides significant benefits to the University in the provision of improved facilities and other resources and support, and does not entail any diminution of the governance, management or academic freedom of the University or any University entity.
- Whether naming rights for schools will be granted in perpetuity or not will depend upon the circumstances of the individual negotiation, provided that
 - There be no obligation to transfer the naming rights if the facility or entity no longer exists; and
 - There be no requirement to retain the name if it is drawn into disrepute, with the Tūmahana | UC Foundation Board to consider whether naming rights should be withdrawn in these circumstances and advising the Tumu Whakarae | Vice-Chancellor who would make a recommendation to Council.

- Each granting of naming rights shall be bound by an agreement. All naming rights agreements will include a clause noting that naming rights can be withdrawn if the name is, in the University's opinion, drawn into disrepute.
- For proposals that do not currently fit within the University's strategic priorities and are not in the current strategic plan, but are still desirable, a higher level of funding would normally be required to secure the project. Naming rights will be pursued via the approval procedure set out below.

4. Naming Rights Approval Procedure

Negotiations with potential benefactors will be held in confidence, and will be flexible, due to the competitive nature of philanthropic funding. Bearing this in mind, any affected stakeholders will be advised of the proposed naming as soon as possible.

For **Naming Rights in Acknowledgement of Tangata Whenua**, these additional steps are required, after step iii above:

- a) When the University of Canterbury with Executive Committee input, determines that it would like a Māori name for a building or physical space on campus or property managed by the University, it will forward the request to Ngāi Tūāhuriri via the Office of Treaty Partnership.

5. 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.

The University shall consult with Ngāi Tūāhuriri via the Office of Treaty Partnership regarding the use of Māori language in names for buildings or space.

Due regard should be given in that Ngāi Tūāhuriri do not consider that every building on campus should have a Māori name and each request will be considered on its merits.

6. 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.

The Tumu Whakarae | Vice-Chancellor will decide the notional valuation of each naming right. Each case should take into account market comparisons for naming rights, for which professional advice may be sought.

In addition, the Executive Officer of the Tūmahana | UC Foundation shall maintain a schedule of naming rights' notional valuations to assist with new decisions. An indicative schedule is attached at [Appendix 1 – Guidelines for Naming](#).

7. Duration of Naming Rights

Subject to [Clause 1 relating to Naming Rights in Consideration](#), and [Appendix 1](#) in relation to specific categories of naming rights, the duration of naming rights shall be decided or negotiated on a case-by-case basis.

8. 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.

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

9. Transferability

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

a. Transferability of Asset, Activity or Academic Position

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

b. Transferability of Named Party

Naming rights may only be transferred to any other named party by mutual agreement between all the named parties.

10. 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.

11. Renewability

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

12. 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.

13. 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.

14. Early Termination of Naming Rights

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

a. 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 consider it is necessary to do so to avoid the University being brought into disrepute.

b. 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.

Tautuhinga | Definitions

Naming Rights in Consideration – are in consideration of financial contributions, sponsorship or other commercial transactions. Sponsorship incurs GST for individuals and corporates. Sponsorship is not considered an unconditional gift and so tax relief cannot be claimed by the individual.

Naming Rights in Recognition – are 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 are at the discretion of the University in agreement with the party or their representatives. On these occasions a company would not be charged GST for an unconditional gift and an individual would be able to claim tax relief on their donation.

Naming Rights in Acknowledgement of Tangata Whenua – are given to buildings or other physical spaces on campus in acknowledgement of the University's obligations under the [Education and Training Act 2020 \(New Zealand legislation\)](#) to [Te Tiriti o Waitangi, Treaty of Waitangi \(New Zealand Legislation website\)](#).

He kōrero anō | Related Documents and Information

Whakaturetanga | Legislation

- [Education and Training Act 2020 \(New Zealand Legislation website\)](#)
- [Te Tiriti O Waitangi, Treaty of Waitangi Act 1975 \(New Zealand Legislation website\)](#)

Te Pātaka Kaupapa Here | UC Policy Library

- [Fundraising Activities Policy](#)

Te Pae Tukutuku me te Ipurangirotu o UC | UC Website and Intranet

- [Financial Delegation Register \(University Financial Services Intranet\)](#)
- [University of Canterbury Foundation \(UC Foundation website\)](#)
- [UC Council Delegations Schedule \(About UC University of Canterbury website\)](#)

Tāpiritanga | Appendices

- [Appendix 1: Guidelines for Naming](#)
- [Appendix 2: University Council Resolution on Bi-cultural Signage](#)

Note: For any further information pertaining to naming rights contact the UC Foundation at

Document History and Version Control Table			
Version	Action	Approval Authority	Action Date
<i>For document history and versioning prior to 2013 contact ucpolicy@canterbury.ac.nz</i>			
1.00	Converted document into new template and pushed document out. Updated contact officer. Updated hyperlinks.	Policy Unit	Aug 2013
1.01	Document review date pushed out.	Policy Unit	Mar 2014
2.00	Approval Authority changed; major review of document.	Council	Jun 2014
2.01	Hyperlinks updated.	Policy Unit	Aug 2014
2.02	Updating Contact Officer details.	Policy Unit	Sep 2015
3.00	Review of document by Council.	Council	Nov 2015
3.01	'Faculty' references changed to 'College' to reflect College-Faculty merger.	Policy Unit	Jun 2016
3.02	Changed Alumni and Development to Alumni & UC Foundation, changed Directors' titles, added hyperlinks and inserted Appendix 2: University Council Resolution 31 st October 2001.	Policy Unit	Sep 2016
3.03	Minor changes to policy at subheading 4, <i>Delegations</i> , Māori spelling corrections.	Council	Jun 2017
3.04	Major changes, policy amended to reflect UC Cultural narrative and process for using Māori names for buildings and physical spaces on Campus, minor changes to content layout	Council	Aug 2018
3.05	Minor changes, updating of position titles. Scheduled review to occur later in 2022, College replaced with Faculty.	Policy Unit	Mar 2022
3.06	Minor changes, updating position titles, removal of a small amount of procedural content.	Council	16 Sep 2024

This policy remains in force until it is updated.

Appendix 1

Guidelines for Naming

Note: An updated inventory for existing and new buildings is being compiled.

Items for which Naming Rights may be Awarded

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, or
- Open spaces, i.e., lawns.

Academic Positions

Naming rights may be granted in respect of academic positions such as

- Professorial positions, or
- Teaching or research fellowships.

Equipment, Furniture and Fixtures

Naming rights may be granted for equipment, furniture and fixtures such as

- Lecture theatre seats, and
- Large or specialist pieces of equipment.

Events and Activities

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

- Ceremonies,
- Concerts,
- Dramatic performances,
- Conferences, or
- Public lectures and speeches.

Minimum Criteria and Value

Buildings (External)

Naming rights for buildings will normally remain in place for a period of twenty years or more unless there is a sponsorship agreement which specifies a specific period. Where Māori names have been used for buildings consultation with Ngāi Tuāhuriri will occur. Naming rights will not extend beyond the normal life of the building and are not transferable should the building be remodelled or refurbished substantially in the future.

1. Individuals

A proposal for naming a building (or a significant and identifiable part of a building) in honour of a person will normally be considered when that person

- has given extraordinary, distinguished service to the University which merits recognition in the University's history. Naming a building in honour of a person who has given extraordinary distinguished service will not normally be considered until after that person's substantive formal relationship with the University has concluded; or
- is a major benefactor who is prepared to support a major facility by donating no less than 25% of its cost; or supports the University or a Faculty with a gift of at least **\$5 million**.

2. Corporations

The University will consider the naming of a building in recognition of a corporation which is a benefactor when that corporation

- provides not less than 50% of the capital cost of the building; or
- supports the University, faculties or departments with donations of **\$10 million** or above.

Parts of Buildings (Internal) – such as Floors, Theatres, Laboratories, Classrooms

Naming rights for parts of buildings will normally remain in place for a period of no longer than ten years or as negotiated. Naming rights will not extend beyond the normal life of the building or part of the building and are not transferable should the building be remodelled or refurbished substantially in the future.

Proposals may be considered for naming parts of buildings on receiving assurance of endowments or continuing funds, at an appropriate level, from individuals or corporations. The minimum donation will be **\$250,000**. Where donations are less than the amount specified, the University may acknowledge the donors by means of a commemorative plaque or donor acknowledgement board.

A proposal for naming part of a building in honour of a person will also be considered when that person has given distinguished service to the University that merits recognition in the University's history.

Outdoor Areas – such as Gardens, Courtyards, Gates, Ovals, Playing Fields, Roads or Walkways

Naming rights will normally remain in place for a period of no longer than ten years or as negotiated. Naming rights will not extend beyond the normal life of the area and are not transferable should the area be remodelled or refurbished substantially in the future. Where Māori names have been used for physical spaces, consultation with Ngāi Tuāhuriri will occur.

Proposals may be considered for outdoor areas on receiving assurance of endowments or continuing funds, at an appropriate level, from individuals or corporations. The minimum donation will be **\$500,000**. Where donations are less than the amount specified, the University may acknowledge the donors by means of a commemorative plaque or donor acknowledgement board.

A proposal for naming an outdoor area in honour of a person will also be considered when that person has given distinguished service to the University that merits recognition in the University's history.

Departments/Schools, Centres and Institutes or other Academic Entities

Negotiations for department/school naming rights will usually be to achieve the highest level of benefaction possible. Dollar amounts will not be specified in this document, as the benefaction that could be attracted and that is needed varies from discipline to discipline due to different stages of development and different costs of associated facilities/activities, and also varies depending upon other external factors which may change from time to time.

In the event of significant benefits to a department/school, centre or institute or other academic entity, such as the provision of significant new facilities or endowment, the Tumu Whakarae | Vice-Chancellor may approve the naming of the department/school, centre, institute or other academic entity.

The Tumu Whakarae | Vice-Chancellor may also approve the naming of a department/school, centre, institute or other academic entity after a person who has contributed significant service to the academic entity or the University.

Professorial Chairs or other Significant Academic Positions

For existing, planned or highly desirable Professorial Chairs or other significant academic positions, naming rights will be granted with a donation in the 25% (for individuals) and 50% (for corporations and others) and above range.

For Chairs and other significant academic positions not currently in the University's strategic plan, a higher level of funding (50-100%) may be required to secure the naming rights thereof.

The length of the term of naming rights as well as the percentage of donated funds for the Chair or other significant academic positions will both be taken into account in negotiating the final agreement.

Programs and Projects

For existing, planned or highly desirable programs and projects, naming rights will be granted with a donation in the 25% (for individuals) and 50% (for corporate and others) and above range.

For programs and projects not currently in the University's strategic plan, a higher level of funding (50-100%) may be required to secure the program or project and naming rights thereof.

The length of the term of naming rights as well as the percentage of donated funds for the program or project will both be taken into account in negotiating the final agreement.

Equipment, Furniture and Fixtures

Naming rights will not extend beyond the normal life of the object in question or be carried over to replacement items unless specifically noted in the original agreement or through a new agreement on replacement of the object.

Events and Activities

For existing or planned events and activities, naming rights will be granted commensurate with the percentage of donated funds. In most cases donations to support events would be regarded as a commercial sponsorship.

Official Scholarships and Prizes

Where an individual or an organisation provides the full funding for an official University scholarship or prize their name is recognised in the pertinent Graduation Book, e.g., '[Student Name], UC Doctoral Scholarship supported by [Individual/Organisation Name]'.

The University will consider a scholarship or prize named after a donor where funding is provided for a minimum of 5 years.

Any other Facility or Entity

It is possible that the University may wish to grant naming rights to a facility or entity which is not listed specifically in this document. In such a case, a proposal would follow the approval procedure.

Appendix 2

University Council Resolution 31st October 2001: Bi-Cultural Signage

Extract from minutes from 31 October 2001.

Bi-Cultural Signage

Mr Jarrod Gilbert moved the motion of which he had given notice:

Moved

THAT all relevant titles and/or headings on new University signs and on those signs being replaced or upgraded have an appropriate Māori translation.

Discussion included:

- Te Kaunihera Tikanga Rua.
- The forthcoming appointment of the Kaiarahi or Bi-cultural Director.
- The Campus Grounds Committee.
- Consultation with Te Runanga o Ngāi Tahu.
- An understanding behind the motion that this would apply “wherever possible”.
- The Library’s bi-cultural signage.

The motion was then put and carried