

Title	Donor Naming Privilege		
Classification	Board	Oversight & Responsibility	Office of the President; VP Communications & Advancement
Category	External Relations & Communications	Effective Date	2015 Jun 22
Approval	Board	Policy No	1068

This policy is applied in a manner consistent with applicable statutory and legal obligations, including university collective agreements and terms of employment.

NOTE: The most up-to-date versions of our policies are posted on the policy & procedure website. If you've printed this policy, check the website to be sure you have the current version.

Board Policy Statement

Royal Roads University (RRU) offers naming opportunities to recognize the generous contributions of our supporters and encourage a culture of philanthropy and donor investment in RRU initiatives. All naming applications must align to RRU's strategic direction, mission and guiding values that shape the university's focus. Furthermore, naming applications must be in accordance with the BC Government Naming Privilege policy, the Hatley Park National Historic Site Commemorative Integrity Statement, and other RRU policies and practices.

Legacy naming of facilities and physical spaces (i.e., Hatley Castle, Grant Building, Nixon Building, Italian Gardens) will not be eligible for new naming opportunities. Past naming related to gift agreements will be grandfathered and will not be required to conform to the university's naming policy or updates, unless naming rights within the agreement expire and are subsequently renewed.

Naming opportunities with a value in excess of \$500,000 must be approved by the Board of Governors. Naming opportunities with a lesser value will be delegated for approval to the President. Honorary naming opportunities will be considered on a case-by-case basis and require approval from the Board of Governors.

President's Responsibilities

The President shall ensure that resources, procedures, and processes are in place to effect this policy, and that goals and performance measures are identified within the annual fund development strategy.

Information, Action and Monitoring Requirements for the Board

The Board will be updated annually on all matters related to this policy, including naming opportunities in discussion or those that were rejected, with the rationale provided.

Related Documents and Information

RRU procedures

- [Donor Naming Privilege](#)

Related other sources

- BC Government policy, [Naming Privileges](#)
- Hatley Park Commemorative Integrity Statement

Review and Revision History

Date	Action
2015-Jun-22	Approved by the Board; current published version
2021-Oct-19	Transfer to new template – no content change
Next Review	
2018-Jun-22	For review