POLICY:		POLICY NUMBER:
Donor Relations – Capital Asset Naming Rights		**ER-3**
		PREVIOUS/REPLACES: **Donor Relations – Capital Asset Naming Rights**
APPROVED BY:	EFFECTIVE DATE AS OF:	PRIOR VERSIONS:
Executive Council	**March 28, 2025**	**June 26, 2019** **December 6, 2016**

1. Policy Statement:

The Manitoba Institute of Trades and Technology (MITT) recognizes that private funding is an important part of the development and maintenance of academic goals and capital construction.

MITT provides opportunities for naming buildings, programs, facilities (such as wings of buildings, classrooms, laboratories, and resources centers), equipment, grounds, and other initiatives to recognize benefactors who have provided generous contributions to help MITT realize its mandate.

MITT will consider naming recognition based on the following principles:

- The proposed name will enhance and maintain MITT's image and reputation in the community;
- Naming will strengthen relationships and partnerships;
- Naming will be considered for those whose generosity advances the academic mission of MITT and furthers the capacity of MITT to meets it teaching objectives;
- Naming rights do not interfere with the academic independence of MITT.

All naming opportunities will be provided in a consistent, equitable, and appropriate manner to MITT supporters.

All naming right contracts must be for a specified time period unless otherwise approved by the Governing Board.

MITT may at its choosing provide naming rights to honor a person or organization that has made an exceptional contribution to MITT or the community at large.

All naming requests will be reviewed for approval by Executive Council. Naming rights of an entire building shall be provided to the Governing Board for their approval.

Authority Requirements:

Naming rights for a new or existing building may be reviewed with the provincial government as determined by Executive Council on a case-by-case basis.

MITT may wish to review other naming rights through the provincial government that arise from significant donations. This will be determined by Executive Council on a case-by-case basis.

Dependent on the lease, approval from the landlord may be required to name a building that is on leased property before final approval is made by MITT.

Removal of Naming:

a. Right to Terminate/Revoke Naming:

When an individual or entity carries out activities that reflects negatively on MITT's image or in a manner that is in material conflict with MITT's mission or policies, then MITT at its sole discretion has the right to terminate the naming, including a naming that was originally designated as being in perpetuity.

MITT reserves the right to revoke a naming opportunity if a donor fails to fulfill their payments associated with the naming.

MITT has an obligation to communicate any decision to terminate naming rights with the donor.

b. Expiration of Agreements that have Stated Limits:

Donors will be notified in writing by the Vice-President, External and Corporate Affairs at least one year prior to the expiry of a naming term.

2. Scope:

This policy applies to all MITT employees and volunteers who have any involvement in donor relations.

3. Procedure:

Naming of a Building:

a. Naming in recognition of philanthropic support will adhere to the guiding principle that the gift received has a correlation to the cost of the building being named and/or the value of exposure.

b. Where a building has been named, MITT will continue to use the name so long as the building remains in use and serves its original function unless there is a separate agreement with a donor that states a specific period of time for naming rights.

c. When the use of a named building is changed such that it must be demolished, substantially renovated, or rebuilt, MITT may maintain the use of the name, designate another comparable building or a part thereof, or discontinue the use of the name. Where it is proposed that the name be discontinued it will require the approval of the Governing Board.

d. It is MITT's intention to respect the donor's intent. If circumstances change in that the entire amount of the gift is not received by MITT as agreed upon, MITT may at its option remove the donor's name from the named space and offer the donor an alternate naming opportunity that is commensurate with the donor's level of giving.

Naming of Programs:

Program naming opportunities require a signed written agreement between MITT and the donor which provides the specific length of time the program will be named, any restrictions on the use of the name, and terms of revocation. Programs are often named as part of a time-limited program.

Naming of Facilities

Naming of facilities within buildings (e.g., wings of buildings, classrooms, laboratories, and resources centers) requires a signed written agreement between MITT and the donor which provides the specific length of time the facility will be named, any restrictions on the use of the name, and terms of revocation.

Naming for Equipment:

Naming for donations of equipment require a contribution in the range of 50% or greater of the total cost of the equipment. This requires a signed written agreement between MITT and the donor which provides the specific length of time the naming rights will be for, any restrictions on the use of the name, and terms of revocation.

Naming of Grounds and Other Initiatives:

The level of financial donation for naming rights for grounds and other initiatives will be determined on a case-by-case basis and are dependent on the scope and visibility of the asset being named.

4. Administration:

The Vice-President, External and Corporate Affairs is responsible for administration of this policy.

5. Review:

This policy will be reviewed by Executive Council every five years.

This policy shall remain in effect until amended or revoked regardless of the five-year review.

6. Reference:

Conflict of Interest Policy
Disposal of Surplus Assets Policy
Donor Relations – Acceptance of Gifts
Donor Relations – Development Activities