



ST STITHIANS COLLEGE
POLICY: NAMING RIGHTS

1. The College utilises a standard approach when considering the recognition of donor contributions to new or refurbished facilities, in the form of naming rights.
2. Donor categories:
 - 2.1. Personal, e.g. an individual or family donation
 - 2.2. Interest group, e.g. Hockey Parents' Association
 - 2.3. Commercial, e.g. associated corporate naming rights of a facility or an event.
3. Duration of naming rights: the College reserves the right to determine the tenure for which the naming rights will apply.
4. Process of approval:
 - 4.1. The College will consider granting the right to name a new or renovated facility to a donor whose financial contribution to the project constitutes at least half of the value of the project.
 - 4.2. The donor will be invited to discuss with the Rector of St Stithians College the naming of the new structure or major renovation.
 - 4.3. The College reserves the right to grant/ not grant naming rights.
 - 4.4. The final naming decision will rest with the College Executive Committee.
5. Signage guidelines:
 - 5.1. Any signwriting must be in accordance with the branding and signage policies of the College.
 - 5.2. Ideally, the donor's name should be on a discreet plaque inside the building or next to the main entrance of the facility.
 - 5.3. The St Stithians College badge and name should take precedence and be visually larger than any other name displayed.
 - 5.4. The College reserves the right to add wording of its choice to the signage or plaque, e.g. a Biblical reference.
6. Publicity:
 - 6.1. If appropriate, a formal opening of the new facility will take place on Founders' Day. The donor will be invited to attend Founders' Day and acknowledged at this event.
 - 6.2. Prior to Founders' Day, a plaque will be designed to officially mark the opening of the facility. The wording will be determined by the Rector, in liaison with the relevant Head of school and the donor.
 - 6.3. The siting of the plaque and the building of a plinth, if necessary, will be determined by the Rector, relevant Head and Operations Director.
 - 6.4. The PR/Marketing Department will ensure that a photographic record of the official opening and handover of the facility is kept; and will arrange appropriate publicity.

ADOPTED BY COLLEGE EXECUTIVE COMMITTEE: 10 MARCH 2008