



The American University of Kurdistan Naming Policy

Policy Number: AF002
Effective Date: June 14, 2021

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I. INTRODUCTION

- a. **Authority:** The Board of Trustees (herein referred to as “Board”) at The American University of Kurdistan (herein referred to as “AUK” or “University”) is authorized to establish rules and regulations to govern and operate the University and its programs.
- b. **Purpose:** The purpose of this policy is to define procedures for the naming of physical and non-physical assets at the University.
- c. **Scope:** This policy applies to all donations/gifts from philanthropic sources made for the naming of physical and non-physical assets at the University.

II. ROLES AND RESPONSIBILITIES

- a. **Responsible Executive:** Vice President of Advancement
- b. **Responsible Administrator:** Vice President of Advancement
- c. **Responsible Office:** Office of Advancement
- d. **Policy Contact:** Vice President of Advancement

III. DEFINITION

This policy outlines the principles to be followed for the naming of physical and non-physical assets. It applies to:

1. All buildings located on AUK's campus.
2. Internal parts of buildings such as lecture halls, auditoriums, labs, classrooms and others structures.
3. Colleges and academic programs, as well as departments and specialized centers.
4. Outdoor areas, including fountains, sculptures/landmarks, fixed benches, gardens, sports' fields and others.
5. Other facilities/structures recommended for naming after the consideration and approval of the Board of Trustees.

In this context:

Donor means a person (alive or deceased), company, other group or organization that contributes a monetary or other benefit (by way of donation, gift, or for a benefit in return) to the University.

Gift means financial and non-financial (such as property or other goods) assistance provided to the University in the form of a direct grant, subsidy, co-payment or any other type of contribution.

Donation means either a financial payment or a non-financial payment (such as property or other goods) made to the University that is made voluntarily, does not provide material benefit to the donor, and essentially arises from detached and disinterested generosity.

Naming rights means the granting of an exclusive name to a University property, or part of a property, to serve as the official appellation or designation for a specific period of time, including the possibility of in perpetuity.

IV. POLICY STATEMENT

Creating a mechanism for naming opportunities increases the potential for giving to AUK, creating numerous possibilities that match diverse donor interests.

Naming should honor an individual or an organization in return for a significant contribution/gift to AUK. Naming opportunities can be assigned to a living person, or in memory of a loved and departed one. Foundations, associations, businesses and corporations can also choose to use their name (and brand/logo) for such purposes. Naming can also be associated with an endowment (i.e. a named endowment).

Naming opportunities are available for both physical and non-physical assets.

Physical naming opportunities cover:

- Naming of interior spaces at the Mustafa Barzani Building (main campus building)
- Naming of spaces outside the main building (but on AUK's campus).

Non-physical naming opportunities cover:

- Naming of colleges
- Naming of academic programs
- Naming of specialized centers.

Income from naming opportunities will grow the general endowment to help support the operating budget. Revenues from the endowment will be used for the operations of AUK's campus, as well as investing in the technological infrastructure and state-of-the-art classrooms and labs for the benefit of students.

V. POLICY PRINCIPLES

Consideration of Donors' Proposals

Donors' proposals for naming rights at AUK are submitted separately. Each is considered on its own merits. Strict confidentiality is required during the review of proposals by concerned AUK administration: Board of Trustees, the Gift Acceptance Committee and the Office of Advancement. Submitted proposals shall include biographical information and background about the individual or the institution for which naming rights are requested. The naming must be consistent with the mission of AUK and reflect AUK's values. The reputation of the University must be upheld.

Duration of Naming and Size of Gift

AUK may grant naming rights for a period of ten (10) years, or in perpetuity, depending on the size of gift made by the donor in question. Determining the value of such a gift must take into consideration the costs required for the maintenance and operation of the named asset.

Withdrawal or Revision of Naming Recognition

AUK reserves the right to withdraw naming recognition in the following situations:

- In the event of changed circumstances of the donor or named person/institution that poses risks to the image and/or the reputation of the University; and/or
- In the event of the donor or the named institution/individual acting in a manner that contradicts the interests and reputation of the University.

If the donors do not fulfill the terms of the naming pledge contract, AUK reserves the right to revise or withdraw naming rights. In this case, the University may grant alternative naming rights towards another opportunity.

Change to Naming Recognition

In rare situations, the University may consider a donor's request to change the name. The Gift Acceptance Committee shall consider this request and submit recommendations to the Board of Trustees for approval.

VI. POLICY PROCEDURES

1. The donor contacts the Office of Advancement to indicate that she/he is interested.
2. The donor meets with the Office of Advancement to complete a proposal form for the naming opportunity of their interest, outlining:
 - a) The space, facility, program, or college that she/he is interested in naming.
 - b) The gift amounts.
 - c) The duration of the naming gift (for ten years or in perpetuity).
 - d) Profile information on the person/organization proposed for naming.
 - e) Note: This process can be completed by email.
3. The Office of Advancement forwards the completed proposal documents to the Gift Acceptance Committee for approval.
4. Upon obtaining the approval of the Gift Acceptance Committee, the proposal is forwarded to the Board of Trustees.
5. Upon obtaining the approval of the Board of Trustees, the Office of Advancement contacts the donor to inform him/her of the approval.
6. After contract signing, the Office of Advancement coordinates the design and installation of recognition signs/tablets, as per the signed contract.

VI. POLICY HISTORY

- a. **Approved by:** Board of Trustees
- b. **Adopted:** June 14, 2021