
Naming Rights Statute

Governance Policy Group

1 Purpose

The purpose of this Statute is to establish the criteria and procedures for awarding naming rights to the assets, activities or academic employment positions of Victoria University of Wellington ('the University') to specified parties.

This Statute does not apply to scholarships or research activities.

2 Organisational Scope

This is a University-wide statute.

3 Definitions

For purposes of this Statute, unless otherwise stated, the following definitions shall apply:

Named Party: The person or entity who is awarded a naming right to a University asset or activity. The precise name used in fulfilment of the award may not necessarily be the legal name of the entity to whom the naming right has been awarded.

4 Statute Content and Guidelines

4.1 *Criteria for the Award of Naming Rights*

- (a) Naming Rights may be awarded:
- (i) in return for the provision of an appropriate financial contribution or other sponsorship to the University, usually through the Victoria University of Wellington Foundation ('the Foundation').
 - (ii) To recognise a significant service contribution to the University, or to the Wellington, New Zealand or international communities by a person having a connection to the University; or
 - (iii) To recognise a significant financial or other resource contribution to the University or the Foundation of a voluntary and philanthropic nature and which is not conditional upon the awarding of naming rights or any other consideration.
- (b) In granting naming rights, the decision maker must:
- (i) have regard to the importance of diversity in those being granted naming rights;
 - (ii) have regard to the Treaty of Waitangi;

- (iii) ensure that the granting of naming rights is consistent with this Statute as well as the University's strategic priorities.

4.2 Items for which Naming Rights may be awarded

4.2.1 Physical Spaces

Naming rights may be awarded for buildings, or for spaces within buildings, or for external spaces such as, for example:

- (a) Reception areas/atriums/foyers
- (b) Lecture theatres
- (c) Libraries
- (d) Common rooms
- (e) Seminar rooms
- (f) Tutorial rooms
- (g) Laboratories
- (h) Offices
- (i) Courtyards (or other outdoor spaces)

4.2.2 Academic Purposes and Student Awards

Naming rights may be awarded for academic positions such as, for example:

- (a) Professorial positions
- (b) Teaching, research or visiting fellowships
- (c) Scholarships and prizes

4.2.3 Events and Activities

Naming rights may be awarded for events and activities such as, for example:

- (a) Ceremonies
- (b) Concerts
- (c) Dramatic performances
- (d) Public lectures and speeches

4.2.4 Organisational Units

Naming rights may be awarded for organisational units such as, for example:

- (a) Schools
- (b) Centres
- (c) Institutes
- (d) Units

4.3 Approval of the Granting of Naming Rights

4.3.1 The Victoria University of Wellington Council ("the Council") has sole authority to name and approve naming rights for the following: buildings, major spaces within buildings, roads, outdoor spaces and academic entities (including faculties, departments, schools, research centres and institutes). All other decisions of naming rights must be approved by the Vice-Chancellor.

4.3.2 The Council will undertake to grant the approval of naming rights in a timely fashion, actioning approvals in some instances outside of scheduled council meetings.

4.4 Informed Consent

A naming right shall not be awarded without the informed consent of the Named Party or the Named Party's legal representative.

4.5 Valuation of Naming Rights

Valuations may be assigned to naming right possibilities on a case-by-case basis to aid with making decisions about awarding naming rights.

4.6 Duration of Naming Rights

The duration of naming rights shall be determined or negotiated on a case-by-case basis.

4.7 Physical Display of Naming Rights

- (a) The physical display of naming rights will be determined on a case-by case basis.
- (b) In the case of buildings, the physical display of the naming rights is subject to any applicable law (including by-laws and applicable district plan requirements) and shall take account of the branding issues and opportunities offered by that building for the University.

4.8 Transferability

4.8.1 Of asset, activity or academic position

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

4.8.2 Of Named Party

Naming rights may be transferred to another Named Party by mutual agreement between all the parties.

4.9 Tradability

In general, Naming Rights may not be traded. However, Naming Rights awarded in return for the provision of an appropriate financial contribution or other sponsorship to the University may be traded by mutual agreement between all the parties.

4.10 Renewability

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

4.11 Limit of Naming Rights

4.11.1 Limits on the part of the University

The University's rights to use the name and other brand elements of the Named Party shall only be as permitted by the express agreement of the Named Party.

4.11.2 Limits on the part of the Named Party

- (a) The concept of Academic Freedom, as provided for in s 267 of the [Education and Training Act 2020](#), is central to the existence of a university. Without limiting the generality of the following clauses, it is with this understanding that the following limitations apply:
 - (i) The Named Party after whom an academic position is named shall have no rights to limit the academic freedom, obligations or affairs or consequences of that position, unless provided for in a specific contract between the parties;

- (ii) The Named Party after whom a building or space within a building or an external space is named shall have no rights in respect of the purpose to which that building or space is applied, unless provided for in a specific contract between the parties; and
 - (iii) The Named Party after whom an activity is named shall have no rights or obligations in respect of the management, conduct or consequences of that activity, unless provided for in a specific contract between the parties.
- (b) In turn, the Named Party shall bear no liability in respect of the asset, activity or academic position unless provided for in a specific contract between the parties.
- (c) These limits must be expressly included in any naming rights agreement.

4.12 Early Termination of Naming Rights

A naming rights agreement must, as a minimum, contain provisions permitting termination in the following circumstances:

- (a) damage to brand or reputation (other than occurring as a result of the legitimate exercise of academic freedom);
- (b) material breach of this Statute or of the naming rights agreement
- (c) where Victoria University of Wellington (acting reasonably) considers that termination is necessary.

4.13 Grandparenting

All naming rights awarded prior to this Statute are permitted to be carried forward in accordance with their original conditions.

5 Legislative Compliance

The University is required to manage its policy documentation within a legislative framework. The legislation directing this Statute is the Education and Training Act.

6 References

[Minimum Value of Privately Funded Prizes and Scholarships Guidelines](#)

Previous Version: [Naming Rights Statute](#)

7 Appendices

None

8 Approval Agency

University Council

9 Approval Dates

This Statute was originally approved on: Pre February 2003

This version was approved on: TBC

This version takes effect from: TBC

10 Statute Sponsor

Vice-Chancellor

11 Contact Person

The following person may be approached on a routine basis in relation to this Statute:

Executive Director, Development Office and the Foundation

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