



# McGill

UNIVERSITY ADVANCEMENT (UA)

Advancement Operations

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## GUIDELINES TO SECTION 5 OF THE *POLICY RELATING TO THE NAMING OF UNIVERSITY ASSETS*: NAMING DURATION FOR SIGNIFICANT ASSETS AND TANGIBLE ASSETS

### Overview:

McGill University's *Policy Relating to the Naming of University Assets* applies to the naming of all tangible and intangible University assets, whether existing or proposed, in recognition of individuals or organizations. Such assets also include "significant" assets (e.g., academic units, programs, institutes, centres, buildings, etc.).

### Guidelines:

In order to ensure consistency of naming duration and equity among donors, the University has set out the following duration standards for **significant assets** and **tangible assets**, as described in the tables below.

1. Naming recognizing an individual:

<b>50 years</b> or until the end of the useful life of the asset, whichever occurs first	This is the standard naming duration applied across all faculties at the University.
<b>25 years</b> or until the end of the useful life of the asset, whichever occurs first	In certain circumstances, the naming duration may be lowered if it pertains to assets that require frequent improvements/modifications where it is expected that useable life will be closer to 25 years than 50 years.
<b>100 years</b> or until the end of the useful life of the asset, whichever occurs first	In exceptional circumstances, the University may consider to increase the naming duration. For example, when a donation is being directed to a transformative University priority where there is an imperative need for funding for important or substantial construction projects, or a longer naming period is needed to develop the brand.

2. Naming recognizing an organization (for tangible assets only):

For a maximum duration of <b>10 years</b>	This is the standard naming duration applied across all faculties at the University.
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**Note:** A significant asset cannot be named after an organization.