



## **Significant Naming Opportunities Policy**

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Last updated September 2022

# Significant Naming Opportunities Policy

The purpose of the Significant Naming Opportunities Policy is to provide a guide for the granting of significant named recognition. The Policy serves to provide clarity and consistency concerning Significant Naming Opportunities at Summer Fields and seeks to ensure that both the donors and Summer Fields interests are protected. This Policy guides the granting of Significant Naming Opportunities for all Summer Fields assets.

1. The naming of Summer Fields School buildings, facilities, green spaces and scholarships, are classed as potential Significant Naming Opportunities.
2. Significant naming opportunities may honour:
  - individuals who have made exceptional contributions to Summer Fields
  - individuals who have made long-term and significant financial contributions to Summer Fields
  - individuals who have made significant financial contributions to major capital projects at Summer Fields
3. Significant Naming Opportunities must be approved by Summer Fields Governors. This includes circumstances where a donor wishes to apply the Significant Naming Opportunity to a third party.
4. Significant Naming Opportunities are identified by the Development Director and the Headmaster who must ensure that naming opportunities are consistent with the Significant Naming Policy and comply with the School's Gift Acceptance Policy before they are presented to the Governors.
5. Governors are informed early in the process of proposed Significant Naming Opportunities relating to any buildings, facilities, green spaces, scholarships or endowments.
6. Individual Governors may nominate individuals to be honoured and may suggest buildings, facilities, green spaces, scholarships, and endowments that might provide possible naming opportunities.
7. All donors, including the Trustees of any Trust or Foundation, must be aware of all aspects of the Significant Naming Opportunities Policy before any agreement with regard to naming has been made, and the Development Director must receive written, or emailed, acknowledgement that the Policy has been read and understood by all concerned before any naming opportunity is finalised.
8. Significant Naming Opportunities are granted after the majority of funds have been received. In the case of a very significant donation, it may be prudent and necessary to agree the naming opportunity before this time. This decision is authorised and approved in consultation with the Governors, Headmaster, and Development Director.
9. In some cases, a second donor's name may be added to a named building, facility, green space, scholarship, or endowment provided that the original donor has agreed to this in writing, or this is acceptable by the terms of the agreement with the first donor.

10. No donor may have more than one facility named after him or her at any one time.
11. No naming will be approved or, once approved, continued that could reasonably compromise Summer Fields' public image or reputation. The decision to decline or discontinue a naming rests with the Governors.
12. When a Significant Naming Opportunity has been granted for a gift received, it will be honoured in perpetuity or for a limited time in accordance with the gift agreement. Continuation of the naming is contingent upon the funding and the nature of the specific gift agreement. In the event of changed circumstances, e.g. if a facility no longer exists, Summer Fields reserves the right to determine the form that such perpetual recognition shall take.
13. All named school buildings, facilities, green spaces, and scholarships are the property of Summer Fields.
14. Summer Fields reserves the right to decide on the physical displays which may accompany named recognition.
15. The Development Director and Clerk to the Governors are responsible for maintaining and updating an inventory of all named school buildings, facilities, green spaces, and scholarships. This will include dates when a naming has taken place and any renewal dates.

This policy will be reviewed annually to ensure it complies with new legislation.

This policy has been reviewed and accepted by the Governors of Summer Fields. The Governors of the School must approve any changes to, or deviations from, the policy.

For further information contact:

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