



Title:

NAMING

Number: **A 7**

Approval Date: May 25 2020

Revision Date: May 25 2020

Purpose:

To define the parameters regarding the recognition of donors through the use of naming opportunities of Klinik assets that ensure an appropriate balance between public and private interests.

Policy:

Klinik shall retain the authority to name, rename or change a name of any Klinik asset.

Naming opportunities shall require a minimum contribution, which may be adjusted from time to time. Naming opportunities may be assigned for a living person, in memory of a person, or after a business or corporation and be for a specific period of time, and the asset function may be included in the name where feasible and appropriate.

The Board shall provide direction regarding all exceptional naming proposals which may include naming in perpetuity and honorary naming.

1. The inventory of naming opportunities is a definable resource identified by Klinik.
2. Naming opportunities or a name change may include, but shall not be limited to
 - a) New construction
 - b) Significant renovation or addition of space
 - c) The demolition of a facility or the discontinuation of facility/function/program.
 - d) Any asset, tangible or intangible, as deemed appropriate by Klinik
3. Decisions to name facilities/functions/programs shall be compatible, to the extent reasonably ascertainable, with Klinik's vision, mission and values.
4. Decisions to name facilities/functions/programs shall be in alignment with the strategic directions as defined within the Strategic Plan.
5. The approval of a Naming Opportunity shall not result in additional costs for Klinik, excluding Klinik's approval process, without prior approval.
6. No Naming Opportunity will be approved if it:
 - a) Is likely to have a negative impact on the image or reputation of Klinik;
 - b) Would call into serious question the public respect for Klinik;
 - c) Implies endorsement of a partisan political or ideological position. This does not preclude use of the name of an individual who has previously held public office;
 - d) Implies endorsement of a specific commercial product. This does not preclude using the name of an individual or company that manufactures or distributes commercial products.
7. Honorary Naming may be considered by Klinik, on a case by case basis, upon recommendation by the Executive Director in consultation with the Board of Directors.
8. Existing names and/or commitments shall be honored as of the approval date of this policy.

Policy Implementation:

The implementation of this policy including policy education, monitoring, and recommended amendments ~~is~~ shall be the responsibility of the Executive Director or Designate.