

Naming Policy



Section	Date	By-Law Number	Page	Of
General	October 20, 2020	153-2020	1	6
Subsection	Repeals By-Law Number		Policy Number	
Naming	N/A		MU-01-03	

Purpose

1. The Muse is committed to ensuring that private sector philanthropic support by individuals, corporations and organizations may be effectively recognized through naming opportunities where and when appropriate. Moreover, The Muse is committed to ensuring that the recognition it extends to its supporters is meaningful to them, appropriate to the support being provided, consistent with The Muse's vision, mission, goals and objectives.
2. This Policy articulates a process for implementing naming rights as a form of donor recognition in a consistent, accountable and transparent manner.
3. This Policy applies to naming opportunities for philanthropic donations, both corporate and individual, as listed below. All employees of The Muse are subject to the terms of this Policy when dealing with such donations.

The Policy applies to the following:

- a. The naming of all capital infrastructure including buildings or part of buildings (e.g. galleries, studios, rooms, etc.) on The Muse premises;
- b. The naming of programs or special initiatives (e.g. acquisition funds, exhibits, public programs, events, specialized equipment)

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Approval Process for Naming and Donor Recognition

- 2.1 All naming proposals as described in Section 1.2 are to be submitted to The Muse Board ("The Board") for review and consideration.
- 2.2 The Board will meet as required to consider and approve naming proposals.
- 2.3 The Board will ensure that gift agreements are in a form acceptable to The Muse.
- 2.4 The Board will ensure due diligence in the review of gift agreements prior to the ratification stage including consultation with The Muse-Director.
- 2.5 The Board will provide confidentiality at a level acceptable to the donors, particularly in the case of anonymous gifts or proposals that are declined.
- 2.6 The Board will approve a list of "donation thresholds" associated with The Muse's capital spaces and naming opportunities.
- 2.7 The Board will review the list of "donation thresholds" on an annual basis or as required.

Guiding Principles and Procedures for Recognition

3.1 Maintaining Public Respect and Accountability

Notwithstanding any other provision of this Policy, no naming will be approved that will call into question the public interest, respect, and/or reputation of The Muse. If, however, after naming has been approved, the conduct of the donor calls into question the interest, respect and/or reputation of The Muse, the naming arrangement may be terminated in accordance with Section 5.

3.2 Corporate Philanthropy and Sponsorship

The inherent and legal differentiation between a donation and a sponsorship must be noted and respected when dealing with naming and recognition. Corporations and corporate foundations may be offered naming opportunities as recognition of philanthropic contributions. Corporate logos are not permitted and will not be

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incorporated into signage or plaques associated with donor recognition for naming purposes.

3.3 Confidentiality

To the extent that existing legislation and policy permits, the wishes of the donor regarding confidentiality will be respected. The names of donors who have requested anonymity shall not be included in public displays, external or widespread communications, publications or The Muse's website.

3.4 Recognition and Signage

All signage related to donor recognition and naming must adhere to The Muse's established design practices.

3.5 Endorsements

Donations from individuals or companies that manufacture commercial products or provide commercial services are eligible for naming opportunities. However, attention must be paid to ensure that the proposed name for The Muse asset (i.e. physical space, program, etc.) does not endorse a commercial enterprise itself and/or its products. Additionally, no naming will be approved that implies endorsement by The Muse of a partisan political, religious or ideological position.

3.6 Naming Language

Buildings and areas should have names that include their primary function.

3.7 Documentation

The Muse Board will ensure that all approved donations to The Muse involving naming opportunities are appropriately documented in writing and are co-signed by The Muse Board Chair and The Muse Director. Each and every naming gift shall have a formal, written gift agreement that clearly articulates what is being named and the parameters around the gift including the gift amount, payment schedule, any restriction placed on the gift by the donor, term of the naming right and the basis and process for changing or terminating naming rights.

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Recognition Principles

4.1 Recognition Principles

The Muse reserves the right to adjust applicable donation recognition thresholds and criteria associated with all areas pertaining to the definition and application of recognition levels. Donation recognition thresholds and associated criteria require the approval of The Muse Board. The following principles shall apply to such recognition thresholds:

a. New Financial Contributions

Naming recognitions will be aligned with the donation threshold list, as revised from time to time and approved by The Muse Board.

b. Donations of Art

Recognition of donations of art, on a discretionary basis, may include naming opportunities at a "donation threshold" of twenty-five (25) percent of the fair market value of the art donated.

The Muse Director, together with the Art Centre Curator, may recommend an alternate proportion of fair market value, either higher or lower, for consideration by the Board, in special circumstances.

c. Bequests

Naming opportunities shall not be available for recognition of bequests prior to activation of the bequest and the associated transfer of assets.

4.2 Length of Term

The length of term applies to the maximum duration for which the naming would be in effect and is subject to the discretion of the Board.

4.3 Changes to Space and Recognition

Should a named physical space be demolished, significantly altered, or modified such that usage of the space changes, The Muse may see new financial support as a result of said changes. In such cases, efforts will be made to contact the originating donors whose recognition may be affected through these changes and offer a first right of

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refusal to retain the naming, potentially with recognition of a renewed contribution and at a newly specified level and through a new gift agreement. Alternatively, The Muse will be permitted to seek new financial support and offer a new naming opportunity for the space while offering continued recognition of the original donor until the end of the original agreement, in an alternate location, at a similar level to the original document.

4.4 Recognition Level Expenses

Donor recognition costs encompass those expenses associated with all events, signage, and "thank you gifts" directly related to the acknowledgement of and appreciation for the contribution received by The Muse.

VALUE OF GIFT	MAXIMUM ALLOCATION FOR RECOGNITION
\$10,000 - \$250,000	2%
\$300,000 - \$1,000,000	1.5%
\$1,000,000+	No greater than 1% of the value of the gift

4.5 Withdrawal of Recognition

The Muse reserves the right in its sole discretion to terminate a naming commitment if the donor causes any embarrassment, defaults on the pledge schedule, or if The Muse deems withdrawal of recognition to be in the best interest of The Muse, even after the agreement has been signed. The termination of a naming commitment must be approved by The Muse Board.

Effective Date and Review of Policy

5.1 Review of the Policy

The Muse Board shall review this Policy every five years to determine whether or not it continues to comply with all applicable laws and developed strategies of the organization.

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Addendum

A. Donation Thresholds

For naming in recognition of financial gifts, the donor will be expected to provide all or a substantial part of the capital cost of the entity. "Substantial" is deemed to mean either a significant or majority of the cost (51%) or a contribution which, while not being a significant majority, would not have been available from another source or was in some way integral to project completion.