A. Background and Definitions

It is the practice of the Niagara College Foundation to identify naming opportunities during capital campaigns, as has been the case for the Next Century, FutureReady and Advanced Technology campaigns. Naming opportunities for spaces have been identified as part of the Building Futures campaign, and will be for other capital campaigns in the future.

There are also other naming opportunities that are not tied to specific physical locations and may not be part of a campaign.

B. Purpose

C. Practice Statements

1. Leadership naming opportunities have been identified and levels of giving established in anticipation of securing financial support through the Niagara College Foundation. The naming opportunities would be honoured for the lifetime of the area.

2. Following consultation with the Foundation Board, the College’s Executive Team will review and approve each naming opportunity prior to an agreement being reached with a prospective donor.

3. The naming opportunities are as follows:

   a) $5 million – Complex:

      This would include the largest, multi-faceted facilities and may encompass centres, schools and programs.

      Example:
      • Applied Health Institute, Welland Campus
b) $3 million – Schools:
   This would include existing and emerging schools comprised of clusters of academic programs.
   Examples:
   - School of Business
   - School of Technology.

c) $1 million – Buildings and Centres:
   This would include small to mid-size facilities, such as buildings, wings and centres.
   Examples:
   - Wine Visitor + Education Centre, Niagara-on-the-Lake Campus
   - East, West and North Wings, Niagara-on-the-Lake Campus
   - Academic Wing, Athletic Centre, Simcoe, Lundy, Merritt, and Voyageur at the Welland Campus.

D. Related Documents and Links

Nil