



Donor Naming Opportunities Policy

1 Policy statement

Imperial War Museums (IWM) is pleased to receive support from individual, Trust and Foundation, statutory and corporate supporters in line with its Donor, Supporter and Sponsor Relationships Policy. The Donor Naming Opportunities Policy is applied when we wish to recognise the generosity of a donor by choosing to create a specific naming designation for a physical or digital space, collection, object, programme or exhibition. It should always be used in conjunction with the Donor, Supporter and Sponsor Relationships Policy.

2 Principles

- Physical and digital spaces, collections, objects, programmes, and permanent and temporary exhibitions may be named or renamed to recognise a donor who has made a substantial donation.
- IWM believes that naming is a decision of significant importance and recognises this when it makes decisions on naming.
- Naming opportunities will be determined on a case by case basis taking into account the level of gift and the proportion of relevant costs covered.
- The duration of naming rights for a permanent collection or exhibition would be decided on a case by case basis. However for a significant donation the naming would be expected to last for a minimum of 15 years.
- Naming will commence once the designated space, collection, object, programme or exhibition is launched, provided that the gift or written pledge has been received.
- IWM will endeavour to offer continued recognition after the life of the gift. This will be on a case by case basis, to include mention in IWM's archive.
- IWM reserves the right to offer new naming rights if a named facility is substantially changed during the lifetime of a naming opportunity. In such instances IWM will acknowledge the support of the original donor in an appropriate way, in consultation with the donor and/or their family.

3 Approval processes

- The Board of Trustees is responsible for all decisions relating to the granting of naming rights in recognition of a gift.
- The Board of Trustees will make all decisions relating to naming in the best interests of IWM, having due regard for potential reputational risk.
- The Board of Trustees is responsible for ensuring that the naming opportunity is proportionate to the size of the gift.
- The Director General has delegated approval to agree naming opportunities up to £250,000. Any naming opportunities that are potentially novel or contentious require approval from the Trustees.
- Once a naming opportunity is approved an agreement will be signed stipulating the expectations of IWM and the donor regarding the gift and recognition.
- The Board of Trustees reserves the right to terminate or alter a naming designation if the Donor, Supporter and Sponsor Relationships Policy is breached.

4 Ownership and Review

This policy is owned by the Director-General.

It was agreed by the Board of Trustees on 3 July 2013

Date of next review: 2015