

# Donor Naming Opportunities Policy

## 1 Policy statement

Imperial War Museums (IWM) is pleased to receive support from individual, charitable, statutory and corporate supporters in line with its Donor, Supporter and Sponsor Relationship Policy. Unless a supporter requests anonymity, we aim for full transparency regarding our donors and sponsors, and as such we acknowledge their support in our Annual Report and Accounts and on Donor Boards, which are updated annually.

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 Relationship 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.
- The location of the naming recognition will be agreed in advance with the donor. IWM reserves the right to determine the design and size of the naming recognition to ensure consistency with IWM's brand guidelines and other naming agreements.
- 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 representative.

## 3 Approval processes

- The Board of Trustees is responsible for all decisions relating to the granting of naming rights in recognition of a gift in the best interests of IWM and having due regard for potential reputational risk.
- The Director General has delegated approval to agree naming opportunities up to and including £1,000,000.
- Any naming opportunities that relate to a donation of over £1,000,000, or are potentially contentious, require approval from the Trustees.
- In the event of a specifically quick decision being required regarding naming, the Chair and Deputy Chair of the Board of Trustees, in addition to the Chair of the Board of Trustees' Audit Committee, will be provided with the necessary information to make a decision.

- 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 Relationship Policy or donor agreement is breached.

#### **4 Ownership and Review**

This policy is owned by the Director-General.

It was agreed by the Board of Trustees on 13 December 2019

Date of next review: December 2024