



<b>Policy Title:</b>	<b>Sponsorship</b>
<b>Policy Type:</b>	<b>Administration</b>
<b>Policy #:</b>	<b>AD 005-04</b>
<b>Policy Authority:</b>	<b>Board</b>
<b>Effective Date:</b>	<b>June 2019</b>

## **PURPOSE**

Clarington Public Library welcomes and encourages the business community and other organizations to support the Library through the establishment of sponsorships that will provide the Library with the resources, including revenue and/or in-kind contributions, to enhance events, programs activities and services to the community.

## **DEFINITION**

A **sponsorship** is defined as a mutually beneficial exchange between the Library and an external organization whereby the sponsor receives a benefit of reciprocal value, such as recognition, acknowledgement or other promotional considerations, in return for providing cash and/or products and services in-kind to the Library. A sponsorship is designed to benefit both parties; it is not a philanthropic gift.

A **philanthropic gift or donation** is an arrangement where a donor contributes cash and/or in-kind goods or services to the Library without expectation or requirement of a reciprocal benefit. While most donors expect some form of recognition as a result of their gift, the recognition is marginal in value relative to the value of the gift as defined by Canada Customs and Revenue Agency.

## **POLICY**

1. The solicitation of sponsorships by Library staff must receive prior approval of the CEO/Library Director or designate as delegated.
2. Charitable tax receipts cannot be issued for funds, products, or in-kind services given to the Library as part of a sponsorship agreement.
3. The Clarington Public Library Board endorses the Canadian Library Association's Position Statement on Corporate Sponsorship Agreement in Libraries (1997), which can be found at the end of this policy.
4. Sponsorship does not imply endorsement of products or services by the Library.

5. Sponsorships cannot be made conditional on Library performance outcomes.
6. Sponsors will be provided with a level of recognition commensurate with their contribution, as determined by the Library. Recognition shall be in conjunction with, but not limited to, the programs or services that are supported by the sponsor.
7. Any public use of the name and/or logo connected to the Library must be approved by the CEO/Library Director.
8. Sponsors have marketing rights to promote their involvement with the Clarington Public Library subject to these provisions.
9. Sponsor corporate names and/or logo will not have prominence over the Clarington Public Library name and/or logo.
10. Sponsorship does not cover:
  - a. Philanthropic gifts or donations;
  - b. Grants or funds obtained from other levels of government;
  - c. Arrangements where the library sponsors or contributes to external projects or other organizations.
11. The Library reserves the right to refuse any sponsorship opportunity which is deemed to be inappropriate or unsuitable to the advancement of the mission and objectives of the Library.
12. The Library reserves the right to terminate an existing sponsorship should conditions arise during the life of the sponsorship that result in it conflicting with this policy, or if that sponsorship no longer supports the best interests of the Library.
13. All sponsorships in excess of Ten Thousand (\$10,000) Dollars will be embodied in a formal written agreement between the Library and the sponsorship partner.

This letter of agreement should be signed by representatives of the sponsoring organization and authorized representative of the Library. The letter of agreement will define the terms of the sponsorship (benefits, roles and responsibilities, fees, insurance, duration, promotion and advertising, etc.) and the recognition to be provided to the sponsor.

14. Sponsorships valued at Thirty Thousand (\$30,000) Dollars or less may be approved by the CEO and reported to the Library Board at its next meeting.
15. Sponsorships with values in excess of Thirty Thousand (\$30,000) Dollars shall be submitted to the Library Board for approval.

## **GUIDING PRINCIPLES**

In developing sponsorship arrangements the Library will:

1. Not undermine the integrity of the non-commercial public space that the Library provides.
2. Not compromise the public service objectives and practices of the Library or of the sponsored event, service, program or activity.
3. Protect its principle of intellectual freedom and equity of access to its programs, services and collections.
4. Protect personal information by not selling or providing access to Library records.
5. Not permit sponsors to have any undue impact on the policies and practices of the Library or the information provided by the library, or to influence or alter the basic goals and objectives of Library programs.
6. Not seek or accept sponsorships for programs, events, services or activities involving or targeted to children from companies whose products cannot legally be sold or distributed to children or from companies whose products are inappropriate for use by children.
7. Not accept direct marketing of products to children, except where relevant educational material is promoted in conjunction with programs.
8. Not enter into an alliance or partnership with any corporation or organization where the association with the prospective partner would jeopardize the financial, legal or moral integrity of the Library or adversely impact upon the Library's standing and reputation in the community.
9. Not entertain sponsorship opportunities with companies or organizations whose products or activities are detrimental to human health or that discriminate discredit or demean any group or groups of people.
10. Where a sponsorship agreement limits the Library's ability to enter into other sponsorships, ensure that such an agreement shall clearly define the nature and extent of the exclusivity, and the time frame over which the exclusivity is to be granted.

## **Canadian Library Association Statement on Corporate Sponsorship Agreement in Libraries**

Approved by Executive Council ~ June 21, 1997

Libraries enrich lives, provide information needed for work and daily living, and foster informed communities which are essential to a democratic society. In recognition of this important function, communities support libraries through public funding. The library's first priority is to ensure the continuation and growth of this primary relationship -- public funding for the public good.

The Canadian Library Association (CLA) encourages and supports advocacy to maintain and develop public funding as the principal source of support for public, school, academic and government libraries.

Publicly funded libraries can and do explore other sources of funding, such as grants, gifts, donations, partnerships and sponsorships, to ensure that they provide the best possible services to their communities. Corporate sponsorships are one source of additional support that allows libraries to enhance the level, extend the range, or improve the quality of library service.

To ensure that partnerships enhance the library's image and add value to library services, libraries need to develop policies and sponsorship agreements that outline the conditions and the benefits of the sponsorship arrangement.

CLA believes that the following principles are important in developing sponsorship policies and agreements. Libraries have a responsibility to:

1. Demonstrate that sponsors further the library's mission, goals, objectives and priorities, but do not drive the library's agenda or priorities;
2. Safeguard equity of access to library services and not allow sponsorship agreements to give unfair advantage to, or cause discrimination against, sectors of the community;
3. Protect the principle of intellectual freedom and not permit sponsors to influence the selection of collections, or staff advice and recommendations about library materials, nor require endorsement of products or services;
4. Ensure the confidentiality of user records by not selling or providing access to library records;
5. Be sensitive to the local political and social climate and select partners who will enhance the library's image in the community.