



POLICY

Policy Type: Finance
Policy Title: Sponsorship

Policy Number: 04-05

Definition:

A sponsorship is a mutually beneficial exchange: by providing cash, products or services-in-kind to a program, service or function of an organization, the sponsor raises its profile and enhances its image within the community.

The Library Board encourages the local business community, service clubs and other organizations to become sponsors of library events, programs and services. This sponsorship benefits the community by allowing the library to increase the level of service it can provide to the people of St. Thomas.

Terms of Reference:

Corporate sponsorships must:

- demonstrate that sponsors further the library's mission, goals, objectives and priorities, but do not drive the library's agenda or priorities;
- 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;
- 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;
- ensure the confidentiality of user records by not selling or providing access to library records;
- be sensitive to the local political and social climate and enhance the library's image in the community.

Sponsorship Criteria:

The Library Board will determine, on a case-by-case basis, if it will enter into a sponsorship agreement based on its assessment of the Library's best interests. The Board reserves the right to refuse any sponsorship it deems inappropriate or unsuitable to the Library's mission, goals, policies and best interests.

Sponsorship criteria include, but are not limited to:

- providing universal access to Library collections, facilities, staff and other resources;
- encouraging exploration of the broadest range of ideas, information and culture;
- protecting the principle of intellectual freedom;
- ensuring the confidentiality of patron records;
- ensuring that sponsoring companies' products are legal and safe for children;
- maintaining the integrity of the Library's purchasing and materials selection practices.

Sponsorships must comply with the Library's policies.

Sponsorships cannot be made conditional on Library performance outcomes.

Sponsors must have no expectation of having influence on the selection of materials for the Library nor any impact on the policies and operating procedures of the Library.

Sponsorships do not automatically imply exclusive endorsement of products by the Library. Where a sponsorship agreement limits the Library's ability to enter into other sponsorships, the guidelines of such an agreement shall clearly define the nature and extent of the exclusiveness and the time frame over which it applies.

Written Agreement:

Acceptance will take the form of a written agreement signed by representatives of the sponsoring organization and authorized representatives of the Library. This agreement will define the terms of the sponsorship and any recognition to be provided to the sponsor.

Any public use of the Library's name, logo, special collections, services, programs and departments must be approved by the Board.

The sponsorship agreement must have a set time period. All obligations on the part of the Library and the sponsor will end upon termination of the sponsorship agreement, unless otherwise specified within the agreement.

Sponsor Recognition:

Sponsors shall be provided with a level of recognition commensurate with their contribution. Recognition shall be in conjunction with, but not limited to, the programs or services which are supported by the sponsor.

The nature of the recognition shall be approved by the Board and be embodied in the sponsorship agreement.

Charitable Tax Receipts:

The Canada Customs and Revenue Agency rules governing the issuance of charitable tax receipts state that charitable tax receipts may not be issued for sponsorships where the sponsor receives a benefit such as advertising or promotion in return for the donation.

Sponsorship Termination:

The Board reserves the right to terminate an existing sponsorship should conditions arise during the life of the sponsorship that, in the opinion of the Board, result in a conflict with this policy or no longer support the best interests of the Library.

Related Documents:

- 04-01 General Finance Policy
- 04-06 Fund Development and Gift Acceptance Policy

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