

Policy Name:	Sponsorship and Advertising	Policy No.:	OBS-85
Category:	Operation and Board Services	Approval Date:	February 20, 2008
Approval:	Library Board	Revision Date:	February 19, 2025

Purpose

The purpose of this policy is to outline the conditions and the benefits of any sponsorship arrangement into which the Newmarket Public Library may enter. The Library recognizes that the purpose of sponsorships is to increase the ability of the Library to deliver service to the community and to provide enhanced levels of service beyond the core levels that are supported by municipal taxes and the provincial grants.

This is in accordance with the framework provided by the Canadian Public Library Association's *Position Statement on Corporate Sponsorship Agreements (June 21, 1997)* which states that:

Libraries have a responsibility to:

- 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 select partners who will enhance the library's image in the community

This policy does not apply to Capital Campaigns

Definition

A sponsorship is defined as a mutually beneficial business arrangement between the Newmarket Public Library and an outside organization, in which the external party contributes funds, goods, or services to the Library in return for recognition, acknowledgement, or other considerations, including advertising.

Official Receipts

Official receipts will not be issued to Sponsors for the contribution to the Library as the Sponsor is receiving a benefit in return for the donation.

Condition of Sponsorship

The Newmarket Public Library reserves the right to refuse any sponsorship opportunity, which is deemed to be inappropriate or unsuitable to the missions, goals, policies and best interests. These 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, knowledge and culture;
- Providing equity of access to library services;
- Ensuring the confidentiality of client records;
- Maintaining the integrity of Library purchasing and materials selection practices;
- The Library will only enter into agreements with sponsors whose products and services are legal for children
- Sponsorships do not automatically imply exclusive endorsement of products by the Newmarket Public Library. Individual sponsors may not limit the Library's ability to seek other sponsors, unless this is mutually agreed to in the sponsorship agreement.
- Where a sponsorship agreement limits the Library's ability to enter into other sponsorships, the parameters of such an agreement shall clearly define the nature and extend of the exclusivity and the time frame over which the exclusivity is to be granted.
- Sponsorships cannot be made conditional on Library performance outcomes

Sponsorship agreements which are valued at \$25,000 or less may be approved by the CEO and reported back to the Library Board at its next meeting.

Sponsorship agreements with values in excess of \$25,000 shall be presented to the Library Board for approval.

Sponsorship Recognitions

Sponsors shall be provided with a level of recognition commensurate with their contribution. Recognitions 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 embodied in the sponsorship agreement.

Advertising

Consideration may be given to a sponsor in the form of advertising space and negotiated as part of a written agreement. Simple advertising, however, shall not require any separate written agreement, but instead may follow rates approved from time to time by the Library Board.

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 name and/or logo of the Library and other affiliated organizations, special collections, resource collections, special services, programs and departments must be approved by the CEO.

Sponsorship Termination

The Newmarket Public 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 that sponsorship no longer supports the best interests of the Library.

Related Policies

Donation Policy

Community Information Policy