

Policy: Sponsorship

Board motion number: 20:22 March 8, 2022 Chair's signature: _____

The Bonnechere Union Public Library welcomes and encourages the business community, service clubs, and other organizations to become sponsors of library events, programs, and services, which will benefit the community by allowing the library to increase the level of service it can provide.

DEFINITION

A sponsorship is a mutually beneficial business exchange between the Bonnechere Union Public Library (BUPL) 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. Sponsorships involve an association between the sponsor and the library and/or a specific program, event, service, or activity being sponsored. A sponsorship is a contracted arrangement between the library and the sponsor, designed to benefit both parties; it is not a philanthropic gift. Charitable tax receipts cannot be issued for funds, products or in-kind services given to the library as part of a sponsorship agreement.

This policy does not apply to:

1. Philanthropic gifts or donations
2. Grants or funds obtained from other levels of government
3. Arrangements where the Library sponsors or contributes to external projects or to other organizations

CONDITIONS OF SPONSORSHIP ACCEPTANCE

1. The Library reserves the right to refuse any sponsorship opportunity deemed to be inappropriate or unsuitable to the advancement of the mission and objectives of the library.
2. Sponsorships must not compromise the public service objectives and practices of the library or of the sponsored event, service, programs, or activity.
3. Sponsorships must not undermine the integrity of the non-commercial public space that the library provides.

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4. The library will only entertain sponsorship opportunities with companies whose products are legal for children and will not allow direct marketing of products to children, except where relevant educational material is promoted in conjunction with programs.
5. The library will protect the confidentiality of library records.
6. The sponsor must have no effect on the policies and practices of the library or information provided by the library (e.g., materials selection, purchasing, or web content) nor influence or alter the goals and objectives of library programs, including the principle of intellectual freedom and equity of access to library programs, services, and collections.
7. Where a sponsorship agreement limits the library's ability to enter into other sponsorships, 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.
8. Sponsorships do not imply endorsement of products by the library.
9. Sponsorships cannot be made conditional on library performance outcomes.
10. 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 supported by the sponsor.
11. The sponsor has marketing rights to promote their involvement with BUPL for the duration of the sponsorship agreement subject to these provisions:
 - a. Sponsor corporate names and/or logo will not have prominence over the BUPL name and/or logo;
 - b. Any public use of the name and/or logo of the library, special collections, resource collections, special services, programs, and departments, must be approved by the CEO and/or the board.

CONDITIONS OF SPONSORSHIP TERMINATION

The library and/or library board reserves the right to terminate an existing sponsorship should conditions arise during the life of the sponsorship that result in a conflict with this policy, or if that sponsorship no longer supports the best interests of the library.

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