



Sponsorship Policy

Authority: Library Board

Date Created: February 26, 2018

Date Reviewed: December 2020

Purpose

The purpose of this policy is to establish the framework for the creation of productive partnerships between East Gwillimbury Public Library (herein referred to as either "EGPL" or "the Library") and any external corporation, foundation, individual, or other non-government organization (herein referred to as "the sponsor"). It is recognized that such alliances can provide financial and marketing support to partners of the Library while generating additional revenues to support the Library's mandate.

Policy

East Gwillimbury Public Library welcomes outside organizations to support the Library through the establishment of sponsorships providing financial or in-kind contributions to enhance its programs, events, collections, services, and activities.

EGPL endorses the *Canadian Library Association's Position Statement on Corporate Sponsorship Agreement in Libraries* as approved June 1997, which supports the importance of public funding for the public good while allowing libraries to pursue supplementary funding, such as grants, gifts, donations, partnerships, and sponsorships to ensure that they provide the best possible services to their communities.

Definitions

"Sponsorship"

A sponsorship is a business exchange between the Library and the sponsor designed to mutually benefit both parties whereby the sponsor contributes funds, products, or in-kind services to the Library in return for recognition, acknowledgement, or other promotional considerations. A sponsorship involves an association between the Library and the sponsor and/or the specific program, event, service, or activity being sponsored.

"Philanthropic Gift or Donation"

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, other than a form of recognition that is marginal in value relative to the value of the gift or donation.

Guidelines

Sponsorship associations will be at the discretion of the Library. Only organizations that align with the Library's policies, mission, vision, philosophy, public profile, and best interests will be considered.

In developing sponsorship arrangements, the Library will:

- Ensure its public service objectives and practices are not compromised
- Safeguard the principles of intellectual freedom and equity of access to its programs, events, collections, services and activities
- Protect the confidentiality of user records
- Not permit sponsors to have any undue impact on its policies and practices
- Not permit corporate names and/or logos to have prominence over or alter EGPL's name and/or logo on facilities, print materials or online
- Not allow direct marketing of products to children or accept any support that implies or requires endorsements of products
- Diligently comply with applicable conflict of interest guidelines
- Be perceptive of local political and social climate and select partners who complement the Library's role and mission
- Evaluate the sponsorship after the set-time period has expired

Scope

This policy applies to all arrangements whereby any external corporation, foundation, individual, or other non-government organization sponsors or contributes to the Library's programs, events, collections, services or activities, as defined above in the definition of sponsorship.

This policy does not apply to:

- Capital campaigns
- Philanthropic gifts or donation
- Grants of funds obtained from other levels of government
- Arrangements where the Library sponsors or contributes to external projects of another organization

Sponsorship Agreement and Termination

A sponsorship agreement with EGPL will be confirmed by a formal written agreement signed by representatives of the sponsoring individual(s), organization, or corporation,

and authorized representative(s) of the Library. Any amount over \$10,000 requires a legal agreement. All agreements will outline the following:

- the responsibilities and deliverables for all parties involved
- the terms of the sponsorship
- a set time period
- any recognition to be provided to the sponsor and the Library's right to terminate the agreement in accordance with the terms of this policy.

All obligations on the part of the Library and the sponsor will end upon termination of the sponsorship agreement unless otherwise specified in the agreement.

All Sponsorships agreements having an annual value of \$75,000 or less and a term of 3 years or less will be reviewed and approved by the Chief Executive Officer of the Library. All other Sponsorship Agreements will be reviewed and approved by the Board in accordance with the *Procurement Policy*.

EGPL has the right to refuse any sponsorship agreement that in its absolute discretion contravenes the mission and vision of the Library. The right to refuse and/or terminate corporate contributions extends to support of third party fundraising for which the proceeds are designed to benefit the Library.

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 that the sponsorship no longer supports the best interests of the Library.

Recognition of Support

The sponsor shall have marketing rights to promote their involvement with and support of EGPL, for the duration of an approved sponsorship agreement, provided, however that the sponsor does not use the Library's name for commercial purposes or in connection with any product without direct written confirmation from the Library.

While sponsorship involves a contracted business exchange arrangement between the sponsor and the Library, the Library will not be regarded as having officially or implicitly endorsed the sponsor or its products or services.

EGPL will adhere to Canadian Revenue Agency (CRA) guidelines relating to sponsorship revenue. A Tax receipt will not be issued to any sponsor for any of its contributions to the Library under a sponsorship agreement, as the sponsor is receiving a reciprocal benefit from such business exchange with the Library.

The Library is committed to meeting the needs of customers with disabilities and will provide, upon request, alternate formats and communication supports, in compliance with the *Integrated Accessibility Standards Regulation, Ontario Regulation 191/11* and the *Accessibility for Ontarians with Disabilities Act, 2005 (AODA)*.

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