



## Richmond Hill Public Library

# SPONSORSHIP POLICY

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Richmond Hill 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 resources, including revenue and/or in-kind contributions, to enhance events, programs, activities and services provided to the community.

The Richmond Hill Public Library Board endorses the Canadian Library Association's *Position Statement on Corporate Sponsorship Agreement in Libraries* approved in June, 1997. (*Appendix A*)

### 1.0 LIBRARY PRINCIPLES

Richmond Hill Public Library is a cornerstone of the community. Sponsorships must not undermine the integrity of the non-commercial public space that the Library provides. In developing sponsorship arrangements the Library will:

1. Not compromise the public service objectives and practices of the Library or of the sponsored event, service, programs or activity;
2. Protect its principle of intellectual freedom and equity of access to its programs, services, and collections;
3. Protect the confidentiality of user records;
4. Not permit sponsors to have any undue impact on the policies and practices of the Library or information provided by the Library (e.g. materials selection, purchasing or web content) or to influence or alter the basic goals and objectives of Library programs;
5. Not allow corporate names and/or logos to have prominence over the Richmond Hill Public Library name and/or logo;
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 allow direct marketing of products to children, except where relevant educational material is promoted in conjunction with programs.

## 2.0 APPLICATION AND SCOPE OF POLICY

The policy applies to all arrangements whereby an organization sponsors or contributes to Library programs, events, activities, and services as defined below in the definition of a sponsorship. A Sponsorship is a contracted arrangement between Richmond Hill Public Library and an organization, designed to benefit both parties. This policy does not apply to:

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

The partner organization has marketing rights to promote their involvement with Richmond Hill Public Library for the duration of the sponsorship agreement subject to the provisions of this Policy and the mandatory sponsorship agreement.

Only organizations and arrangements deemed appropriate and compatible with the policies, mission, philosophy and priorities of the Library will be considered for potential sponsorships. The Library's reputation must be considered in any agreement.

Any programs undertaken by the Library and any of its sponsors must respect the Library's commitment to intellectual freedom.

Any sponsorship opportunity or proposal will be considered in accordance with the Library's conflict of interest guidelines.

### Definitions

A **sponsorship** is a mutually beneficial business exchange between the Library and an external organization (hereinafter the sponsor) whereby the sponsor contributes funds, products or in-kind services to the Library in return for recognition, acknowledgement or other promotional considerations. Sponsorships involve an association between the sponsor and the Library and/or the specific program, event, service or activity being sponsored. Tax receipts are not issued for funds, products or in-kind services made to the Library.

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 the Canada Revenue Agency.

### **3.0 SPONSORSHIP AGREEMENT**

Sponsorship arrangements with Richmond Hill Public Library will be confirmed in a formal agreement that outlines the responsibilities and deliverables for all parties involved including 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.

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.

Final approval of the sponsorship agreement is as follows:

1. The Chief Executive Officer may approve sponsorships which are valued at \$50,000 or less and reported to the Library Board
2. The Library Board must approve all sponsorships with a value greater than \$50,000

The Richmond Hill Public Library Board has the right to refuse any sponsorship that, in its absolute discretion, contravenes the mission and vision of the Library.

### **4.0 RELATED POLICIES**

- 1.0 Donations/Sponsorships/Partnerships (December 1998)

## **Enriching Your Connections, Choices and Community**

<b>Approval Date:</b> March 20, 2014	<b>Motion # 14:34</b>
<b>Date of Last Revision:</b> December 1998	

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

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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.

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.

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Approved by the Canadian Library Association  
June 21, 1997

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Endorsed by the Richmond Hill Public Library  
Board March 20, 2014