



Sponsorship Policy

Policy Number: 18-79

Policy Approval Date: September 17, 2018

Policy Review Date: September 2021

DEFINITIONS

Board: Huntsville Public Library Board

Library: Huntsville Public Library

Sponsorship: A sponsorship is defined as a mutually beneficial business arrangement between the Huntsville 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.

Purpose

The purpose of this policy is to outline the conditions and benefits of any sponsorship arrangement into which the Huntsville 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 the municipal taxes and provincial grants.

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

This policy does not apply to these areas:

- Capital Campaigns
- Philanthropic gifts or donations
- Grants or funds obtained from other levels of government
- Arrangements where the Library sponsor or contributes to external projects or other organizations

Policy

Condition of Sponsorship

The Huntsville Public Library reserves the right to refuse a 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 user 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 projects by the Huntsville 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 the exclusivity and the time frame over which the exclusivity is granted; and,
- Sponsorships cannot be made conditional on Library performance outcomes.

The CEO/Chief Librarian shall approve sponsorship agreements valued at \$10,000 or less.

Huntsville Public Library Board shall approve sponsorship agreements with values in excess of \$10,000.

Sponsorship Recognition:

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.

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.

Written Agreement

Acceptance will take the form of a written agreement signed by representatives of the sponsoring organization and the CEO/Chief Librarian or authorized representatives of the Library for sponsorships greater than \$1,000. This agreement will define the terms of the sponsorship and any recognition to be provided to the sponsors. Refer to Appendix A:

Huntsville Public Library Partnership/Sponsorship Agreement Template.

Any public use of the name and/or logo of the Library and other affiliated organizations, special collections, resource collections, special services, and programs must be approved by the CEO/Chief Librarian.

Recognizing that one of the Huntsville Public Library's values is accountability, the terms of the sponsorship will be available to the public.

Sponsorship Termination

The Huntsville 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, that sponsorship no longer supports the best interests of the Library, or the sponsor develops a public image inappropriate to the Huntsville Public Library's objectives.

Related Documents

Canadian Library Association's ***Position Statement on Corporate Sponsorship Agreements (June 21, 1997)*** | Accepted by the Huntsville Public Library Board September 17, 2018 | Motion 18-00

Huntsville Public Library Partnership/Sponsorship Agreement Template

Intellectual Freedom Policy (Library)

Materials Selection Policy

Newmarket Public Library Sponsorship Policy

Huntsville Public Library Partnership Policy

Vancouver Public Library Sponsorship Policy

History

Approved by the Board September 17, 2018 | Motion 18-79



Huntsville Public Library

Partnership/Sponsorship Agreement Form

This signed *Co-sponsor/Partnership Agreement Form* outlines the agreed upon responsibilities of the Library and its partner.

Name:	
Address:	
Telephone:	
Organization:	
Email:	
Website:	

Program Details

Project Name:	
Date(s) & Time(s)	
Location of Event(s):	
Program Leader(s):	
Name of the Organization:	
Other:	

Nature of the Program/Event

Responsibilities	Partner(s)	Library
Staff Contact		
After Hour Contact (cell)		
Marketing		
Promotion/Distribution		
Volunteers Recruitment		
Contact other Organization/Speakers		
Audience		
Financial Contribution		
Display at Event		
Registration/Walk In		
Room/Table Setup		
Equipment Required		
Other(s)		
Program/Event Evaluation		
Wrap-Up Meeting		

By signing the *Huntsville Public Library Co-Sponsor/Partnership Agreement Form*, the Huntsville Public Library and _____ (organization) agree to abide by the described agreement and assume full responsibility for tasks appointed within this document. Should the guidelines not be met after signing of this agreement, future co-sponsorships will be re-evaluated and this agreement will be considered void.

Signature:	Signature:
Date:	Date:
For the Library	For the Co-Sponsoring Organization

After this document is completed filled out, please make a copy for each organization.

Appendix A

Canadian Library Association / Association canadienne des bibliothèques Position Statement on Corporate Sponsorship Agreement in Libraries

Approved by Executive Council ~ June 21, 1997

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.