
Township of Uxbridge Public Library
POLICY STATEMENTS AND PRACTICES

POLICY NO.: B-2 Sponsorship Policy

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OBJECTIVE: To ensure a policy is in place to govern sponsorship opportunities.

DATE OF APPROVAL: June 16, 2005

MOTION: 05-36

DATE OF AMENDMENT AND MOTION: 07-29 March 15, 2007; 16-50, August 9, 2016

Policy Statement

The Township of Uxbridge Public Library actively solicits and encourages the business community, service clubs, individuals, and other organizations to become sponsors of Library events, programs and services, which will benefit the community by allowing the Library to enhance the level of service it can provide to the people of the Township of Uxbridge.

Policy Practices

1. Scope

A sponsorship is defined as a mutually beneficial business exchange, 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 the 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. Official charitable receipts cannot be issued for funds, products, or in-kind services given to the Library as part of a sponsorship program.

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 or to other organizations.

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2. Sponsor Acceptance

- 2.1 The Library reserves the right to refuse any sponsorship opportunity, which is deemed to be inappropriate or unsuitable to the advancement of the mission and objectives of the Library.
- 2.2 The Library will actively seek sponsors who are socially and environmentally conscious.
- 2.3 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.
- 2.4 Sponsorship agreements, which are valued at \$ 10,000 or less, may be approved by the CEO and reported to the Library Board at its next meeting.
- 2.5 Sponsorship agreements with values in excess of \$10,000 shall be presented to the Library Board for approval.
- 2.6 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.
- 2.7 Sponsorships must not compromise the public service objectives and practices of the Library or of the sponsored event, service, programs, or activity.
- 2.8 Sponsorships must not undermine the integrity of the non-commercial public space that the Library provides.
- 2.9 The Library will protect the confidentiality of library records.

3. Conditions of Sponsorship

- 3.1 The sponsor must have no impact on the policies and practices of the

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Library or information provided by the Library (eg., materials selection, purchasing, or web content) nor influence or alter the basic goals and objectives of Library programs, including the principle of intellectual freedom and equity of access to Library programs, services, and collections.

- 3.2 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.
- 3.3 Sponsorships do not imply endorsement of products by the Library and literature will state this.
- 3.4 The sponsor has marketing rights to promote their involvement with the Township of Uxbridge Public Library for the duration of the sponsorship agreement subject to these provisions:
 - 3.4.1 Sponsor corporate names and/or logo will not have prominence over the Township of Uxbridge Public Library name and/or logo.
 - 3.4.2 Any public use of the name and/or logo of the Library, its Friends and other affiliated organizations, branches, special collections, resource collections, special services, programs, and departments, must be approved by the CEO.
- 3.5 Sponsorships cannot be made conditional on Library performance outcomes.

4. Sponsor Recognition

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 which are supported by the sponsor.

5. Sponsor Termination

The Library Board 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

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Library.