



POLICY: SPONSORSHIP

POLICY #: B-OP-21

COMMITTEE: Library Board
TOPIC: Resource Development

PASSED: July 13, 2006
AMENDED: 23 June 2016
REVIEW PERIOD: As required

PURPOSE

This policy sets out the terms by which the Library may enter into a sponsorship arrangement.

DEFINITION

Sponsorship: A mutually beneficial business agreement 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 through public awareness for a defined period of time. A sponsorship is a contracted arrangement between the Library and the organization which is designed to benefit both parties.

SCOPE

The policy applies to all arrangements whereby an organization sponsors or contributes to Library programs, events, activities, and services as defined above.

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 community partners

POLICY

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

The sponsor organization has marketing rights to promote their involvement with the Library for the duration of the sponsorship agreement subject to the provisions of this policy and related Management Guidelines.

Library Principles and Sponsorships

The North Vancouver District 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 must ensure that it:

- Not compromise the public service objectives and practices of the Library or of the sponsored event, service, programs or activity;
- Protect the principle of intellectual freedom and equity of access to its programs, services and collections;
- Protect the confidentiality of user records;
- Not permit sponsors to have any undue impact on the policies and practices of the Library (e.g. materials selection, purchasing or web content) or to influence or alter the basic goals and objectives of Library programs;
- Not allow corporate names and/or branding to have prominence over the Library's name and/or branding;
- 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; nor allow direct marketing of products to children, except where relevant educational material is promoted in conjunction with programs.

Approval of Sponsorships

Final approval of the actual sponsorship agreement is as follows:

1) The Director of Library Services may approve sponsorships which are:

- Valued at \$50,000 or less per year; and
- Have a total, multi-year value of \$150,000 or less

2) Library Board approval will be required for all sponsorships which do not meet all of the above criteria.

Written Agreements

A written proposal covering terms of the sponsorship agreement will be prepared.

Recognizing the Library's mission to be accountable, the terms of the sponsorship agreements will be made available to the public.

Termination of a Sponsorship

The Library reserves the right to terminate an existing partnership in the event that:

- The sponsor uses the North Vancouver District Public Library's name outside the parameters of the partnership association, as embodied in the agreement, and without prior consent; or
- The sponsor develops a public image inappropriate to the Library's services and/or objectives.

RESPONSIBILITIES

The Library Board is responsible for this policy.

The Director of Library Services is responsible for implementing this policy.

RELATED POLICIES

- B-OP-21 RESOURCE DEVELOPMENT
- B-HR-14 CONFLICT OF INTEREST