

MANAGEMENT GUIDELINES FOR

MG-OP-21

SPONSORSHIP

COMMITTEE:	Strategic Leadership Team	PASSED:	23 June 2016
TOPIC:	Resource Development	AMENDED:	
		REVIEW PERIOD:	As required.

MANAGEMENT GUIDELINES

Sponsor Profile: Only organizations and arrangements deemed appropriate and compatible with the policies, goals and values of North Vancouver District Public Library are considered for potential partnerships. Prior to engaging in a sponsorship relationship, the Library must critically assess the reputation of the potential sponsor and its business practices, the nature of the sponsor's business and the effect that an affiliation with that sponsor will have on the Library's reputation.

Merit of Sponsorship: Sponsorships must benefit the Library by allowing it to enhance, promote and/or market approved Library programs, services, events or activities. In return for providing certain benefits to the sponsor, the Library will receive resources in the form of cash, products, services or other in-kind contributions which can be used directly in support of the sponsored programs or indirectly to support other Library programs, services, events or activities.

Protection of the Public Interest: The Library will only enter into sponsorships determined to be in the best interest of Library users.

Appropriate Benefits for the Sponsor: The sponsor will receive benefits and level of recognition commensurate with the value of its contribution.

No endorsement: While sponsorship involves an association between the sponsor and the Library, the Library does not officially endorse the sponsor or its products and services.

Adherence to Library Policies: All sponsorship arrangements must be in accordance with all relevant Library policies. Should a specific sponsorship arrangement require an exception to an existing Library Policy, the Library Board will be asked to approve such exception.