



Woodstock Public Library Policy

Policy Name: Corporate Sponsorship Policy

Category: Finance

Version: 5 July 2022

POLICY STATEMENT AND RATIONALE

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

This policy outlines the rules and guidelines to govern the solicitation and acceptance of corporate sponsorships.

SCOPE

This policy applies to all arrangements when an external organization sponsors or contributes to Library programs, events, activities, and services.

This policy does not apply to:

- philanthropic gifts or donations.
- grants or funds obtained from any other levels of government.
- arrangements where the Library sponsors or contributes to external projects or other organizations.

DEFINITIONS

In reading and interpreting this policy, the following definitions shall apply:

“Advertising” means a business arrangement where an external organization purchases, buys or leases space, or time, on Library property or in publications for the purpose of communicating with the public. Advertising does not generally imply an association between the advertiser and the Library as is the case with a sponsorship.

“CEO” means the Chief Executive Officer of the Woodstock Public Library.

“*Donation*” means a philanthropic gift when 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.

“*Library*” means the Woodstock Public Library.

“*Library Board*” means the City of Woodstock Public Library Board.

“*Sponsorship*” means a mutually beneficial exchange between the Library and an external organization whereby the sponsor receives a benefit of reciprocal value, such as recognition, acknowledgement, or other promotional considerations, in return for providing cash, products and/or in-kind services to the Library. A sponsorship is designed to benefit both parties; it is not a philanthropic gift.

“*Staff*” means an employee of the City of Woodstock Public Library.

POLICY, PROCEDURE AND IMPLEMENTATION

1.0 Authority

1.1 The CEO is accountable for the overall administration of this policy.

2.0 General Guidelines

2.1 The Library endorses the Canadian Library Association’s *Position Statement on Corporate Sponsorship Agreement in Libraries (1997)*.

2.2 Sponsorship does not imply endorsement of products or services by the Library.

2.3 Sponsorships cannot be made conditional on Library performance outcomes.

2.4 The Library will ensure the confidentiality of patron records by not selling or providing access to library records.

3.0 Sponsorship Solicitation

3.1 The Library is committed to an open, competitive, transparent and accountable sponsorship process as possible, while being sensitive to the need for confidentiality with respect to the potential sponsor’s business interests, particularly during the negotiation phase.

3.2 As a general principle:

- a) All suitable and potentially interested external organizations will be given access to information about sponsorship opportunities available with the Library and should have full opportunity to participate.

- b) In soliciting sponsors, reasonable effort will be made to identify and approach a number of potentially interested and suitable sponsors for each available sponsorship opportunity.
- c) Single sourcing of sponsorship opportunities will be avoided where possible, but may be considered under the following circumstances:
 - i. Severe time constraints that preclude the normal process.
 - ii. Only one interested and suitable potential sponsor can be identified.
 - iii. When the Library is approached by an external organization with an unsolicited sponsorship proposition, and it is considered inappropriate to seek competing proposals from other organizations based on the same concept.

4.0 Approval of Sponsorships

- 4.1 Prior to the solicitation of sponsors for a Library project or event, the sponsorship component of the project must receive concept approval from the CEO or their designate.
- 4.2 Formal proposals of sponsorship will be brought forward by the CEO to the Board for its review and approval.
- 4.3 The Board reserves the right to refuse any sponsorship it deems inappropriate or unsuitable to the Library's mission, goals, policies, reputation and best interests.
- 4.4 Once negotiations are complete, and appropriate approvals have been received from all parties, the general terms of the sponsorship will be included in a Board report and will be made available as public information at the appropriate time.

5.0 Sponsorship Agreement Criteria

- 5.1 In developing sponsorship arrangements the Library will:
 - a) Not undermine the integrity of the non-commercial public space that the Library provides.
 - b) Not compromise the public service objectives and practices of the Library or of the sponsored event, service, program or activity.
 - c) Protect the principle of intellectual freedom and equity of access to its programs, services and collections.
 - d) Not permit sponsors to have any undue impact on the policies and practices of the Library or the information provided by the library, or to influence or alter the basic goals and objectives of Library programs.

- e) 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.
- f) Not accept direct marketing of products to children, except where relevant educational materials are promoted in conjunction with programs.
- g) Not enter into an alliance or partnership with any corporation or organization where the association with the prospective partner would jeopardize the financial, legal or moral integrity of the Library or adversely impact upon the Library's standing and reputation in the community.
- h) Not entertain sponsorship opportunities with companies or organizations whose products or activities are detrimental to human health or that discriminate, discredit or demean any group or groups of people.
- i) Where a sponsorship agreement limits the Library's ability to enter into other sponsorships, the agreement shall clearly define the nature and extent of the exclusivity, and the timeframe over which the exclusivity is to be granted.

6.0 Written Agreement

- 6.1 Acceptance will take the form of a written agreement signed by representatives of the sponsoring organization and authorized representatives of the Board.
- 6.2 The agreement will define the terms of the sponsorship, roles and responsibilities of each party, fees, insurance, the duration of any promotion and advertising, and the recognition to be provided to the sponsor.

7.0 Sponsor Recognition

- 7.1 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 with the agreement.
- 7.2 Within the general conditions of this policy, a wide range of sponsor recognition may be negotiated including, but not limited to, naming rights, supplier arrangements, public recognition, advertising and/or placement of the sponsor's name or logo on library property (e.g., library cards, buildings, rooms, collections) and/or printed materials (e.g., date due slips, posters, bookmarks, flyers, banners, brochures).
- 7.3 Any public use of the Library's name and logo must be approved by the CEO.
- 7.4 Sponsors have marketing rights to promote their involvement with the Library subject to these provisions.

- 7.5 Sponsors' corporate names and/or logos will not have prominence over the Library's name and/or logo.

8.0 Charitable Tax Receipts

- 8.1 The Canada Revenue Agency (CRA) establishes rules governing the issuance of charitable tax receipts. Charitable tax receipts cannot be issued for funds, products, or in-kind services given to the Library as part of a sponsorship agreement. The CRA should be consulted prior to any sponsorship agreements, to ensure compliance with the *Income Tax Act*.

9.0 Sponsorship Termination

- 9.1 The Board reserves the right to terminate an existing sponsorship agreement in whole or in part, at its sole discretion, should conditions arise during the life of the agreement that, in the opinion of the Board, results in conflict with this policy or no longer supports the best interest of the Library.

RELATED DOCUMENTS AND POLICIES

Income Tax Act, RSC 1985, c1 (5th Supp)

Canadian Library Association – Position Statement on Corporate Sponsorship Agreement in Library (June 21, 1997)

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