

Revision Date: August 2019 Policy Type: Administration
Approval Level: CEO Distribution: All Employees
Review Schedule: 5 Years (or as required)

1. PURPOSE

The Library actively solicits and encourages the business community, service clubs and other organizations to provide resources that enhance library collections, events, programs and services increase the level of service provided to the residents of Markham.

2. POSITION STATEMENT

The Library recognizes that public funding is the principal and most important source of funding for library service in Markham. It endorses the Canadian Library Association's *Position Statement on Corporate Sponsorship Agreement in Libraries* which supports the importance of public funding for the public good, while allowing libraries to pursue supplementary funding.

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 public libraries to enhance the level, extend the range, or improve the quality of service provided.

3. DEFINITIONS

Sponsorship – A mutually beneficial exchange whereby the sponsor receives value in return for cash and/or products or services in kind provided to the Library. Tax receipts are not issued to sponsors. Does not include gifts, donations (see “Gifts and Donations Policy”), grants or funds received from the local / provincial / federal governments, or naming opportunities (see “Commemorative Naming Policy”).

4. CONDITIONS OF SPONSORSHIP ACCEPTANCE

- The CEO or designate is responsible for determining whether the Library will enter into a sponsorship based on its assessment of its best interests. Such decisions will be made on an individual basis.
- The CEO, or designate, reserves the right to refuse any sponsorship deemed to be inappropriate or unsuitable to the Library's mission, goals, policies, and best interests, which 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.
 - Protecting the principle of intellectual freedom.
 - Ensuring the confidentiality of customer records.
 - Maintaining the integrity of Library purchasing and items selection practices.
- The CEO, or designate, will only consider sponsorship opportunities with companies whose products are legal for children.

- Sponsorships must comply with the City of Markham and Library policies regarding conflicts of interest.
- The sponsor must have no impact on the Library's policies and practices, including materials selection or purchasing.
- The corporate sponsor must align with Library values without potential to negatively impact the Library's reputation or image. Sponsorships do not imply endorsement of products by the Library.
- Sponsorships cannot be made conditional on Library performance outcomes.
- Sponsorships do not automatically imply exclusive product endorsement by the Library. 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 extent of the exclusivity and the time frame over which the exclusivity is to be granted.
- Any public use of the name and/or logo of the Library, its branches, special collections and services, programs, and departments, must be approved by the CEO, or designate.

5. APPROPRIATE BENEFITS FOR THE SPONSOR

The sponsor will receive a benefits package and level of recognition that is commensurate with the value of its contribution.

Within the general conditions of this Policy, a wide range of sponsor benefits may be negotiated, including, but not limited to, public recognition, advertising and/or the placement of the sponsor's name and/or logo on Library property, printed materials and/or the Library website.

Library Board, and Council approval may be required for the sponsorship of services, programs and collections.

6. SPONSORSHIP AGREEMENTS

The Sponsorship Agreement will outline the benefits, roles and responsibilities, fees, duration and other agreed terms of the sponsorship arrangement.

7. APPROVAL OF SPONSORSHIPS

Final approval of the Sponsorship Agreement is as follows:

The CEO may approve sponsorships which are:

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

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

8. SPONSORSHIP TERMINATION

During the period of sponsorship, the CEO or designate reserves the right to terminate an existing sponsorship should conditions arise resulting in conflicts with this policy or where the Library's best interests are no longer being supported.

9. RESPONSIBILITIES**CEO / Directors shall:**

- Ensure that they and their employees are acquainted with and comply with this Policy and related policies.

Managers / Supervisors shall:

- Enforce this Policy.

Employees / Volunteers:

- Comply with this Policy.

Library Administration shall:

- Develop and distribute this Policy;
- Update this Policy per the Review Schedule.

9. RELATED POLICIES

- Commemorative Naming
- Gifts and Donations