

Revision Date:	June 2022	Policy Type:	Administration
Approval Level:	CEO	Distribution:	All Employees
Review Schedule:	5 Years (or as required)		

1. PURPOSE

The Markham Public Library (the “Library”, or “MPL”) welcomes a broad base of support from various sources within the community to fulfill its mission. This Policy sets out the requirements for business and community partnerships and sponsorships with the Library. In addition to the conditions and principles as set out in this Policy, partnerships of a more complex and/or long-lasting nature will require a formal written agreement between the parties that defines the detailed terms of the relationship including the obligations of each and the benefits accruing to the Library.

MPL actively solicits and encourages the business community, service clubs and other organizations to provide resources that enhance library collections, events, and programs, and 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 the City of 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 partnerships and sponsorships are a source of additional support that allows public libraries to enhance the level, extend the range, or improve the quality of service provided.

Given the importance of ongoing public funding of libraries, corporate partnerships / sponsorships should be viewed as means of supplementing or adding value to existing library services rather than as a way of reducing public funding levels, which ensure sustained support for the provision of universal and fully accessible public library services in the community over the long term.

3. DEFINITIONS

Partnership – A mutually beneficial collaboration between the Library and an external organization, individual, business, or community group. Partner contributions provide and/or promote activities, services, events and programs to the public in ways that are mutually beneficial, without the exchange of cash.

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 PARTNERSHIP / SPONSORSHIP ACCEPTANCE

The Library will enter into partnerships or sponsorships based on its assessment of its own best interests, considering each case individually. In developing partnerships / sponsorships, MPL will:

- Select partners / sponsors who further the Library's values and strategic directions but do not drive the Library's priorities;
- Ensure that they align with Library values without any risk of negatively impacting the Library's reputation or image;
- Safeguard equity of access to Library services and not allow partnership / sponsorship agreements to give unfair advantage to, or cause discrimination against, any sector of the community;
- Not endorse a partner or sponsor's products or services, either directly or by implication;
- Accept support for collections, programs and services only when the Library determines that the content conforms with applicable policies and/or practices, including the *Library Collections and Material Selection Policy*;
- Only consider partnership or sponsorship opportunities with companies whose products are legal for children;
- Not allow direct marketing of products to children, except where relevant educational materials are promoted in conjunction with programs;
- Include well-defined exclusivity rights, including the timeframe over which the exclusivity is to be granted;
- Ensure that partnerships / sponsorships are not conditional on Library performance outcomes;
- In cases where a partnership / sponsorship agreement limits the Library's ability to enter into other agreements, ensure that the parameters of such an agreement shall clearly define the nature and extent of the exclusivity and the timeframe involved;
- Ensure and maintain the confidentiality of all personal information within MPL's control;
- Decline any arrangements failing to conform with the City of Markham or Library policies regarding conflicts of interest;
- Require prior approval by the Library CEO or designate of any public use of the name and/or logo of the Library, its branches, special collections and services, programs, and departments;
- Protect the Library's intangible intellectual assets, including its name and likeness. Corporate partners / sponsors will not be permitted to use the Library's name for commercial purposes or to promote any of their products.

5. APPROPRIATE BENEFITS FOR THE PARTNER / SPONSOR

The partner / 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 partner or sponsor benefits may be negotiated, including, but not limited to, public recognition, advertising and/or the placement of the entity's name and/or logo on Library property, printed materials and/or the Library website.

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

While partnerships exclude the exchange of cash between the participating parties (per the definition provided in section 3), “in kind” contributions are permissible as an alternative in certain situations. The Library retains sole and absolute discretion in the determination of all details of such exchanges, including their nature, appropriateness, descriptions, timing and all other terms.

6. PARTNERSHIP / SPONSORSHIP AGREEMENTS

Following the Library’s assessment of all proposals, a Partnership / Sponsorship Agreement will be completed, outlining the benefits, roles and responsibilities, fees, duration and other agreed terms of the arrangement.

An evaluation process including timelines will be included in the Agreement, outlining measures of success in meeting shared goals and community impacts. This evaluation will be completed within a reasonable period following the commencement of the arrangement.

7. APPROVAL OF SPONSORSHIPS

Final approval of a 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. PARTNERSHIP / SPONSORSHIP TERMINATION

During the period of partnership / sponsorship, the CEO or designate reserves the right to terminate an existing arrangement should conditions arise resulting in conflicts with any portion of this Policy or where the Library’s best interests are no longer being supported. The Library shall exercise such right at its sole discretion.

Reasons for termination of an existing partnership / sponsorship can include (but are not limited) to the following:

- The partner / sponsor organization uses the Library’s name and/or branding outside the parameters of the agreed upon association and without prior consent;
- The organization develops a public image that is inappropriate to or incompatible with the Library’s services and/or objectives;
- The failure of the partner / sponsor to deliver the agreed-upon resources and services;
- Lack of Library or partner / sponsor capacity, including staff time, space, or resources;
- Lack of strategic alignment with the partner / sponsor organization and the Library’s strategic objectives.

9. PARTNERSHIPS WITH FAITH-BASED ORGANIZATIONS

Faith-based organizations (FBOs) are eligible to participate in partnerships with MPL to the same degree as any other group, provided that programs are available to all community members. Certain restrictions will apply to reinforce the secular nature of Markham's public services and principles of inclusiveness in service delivery:

- FBOs may not use any aspect of the partnership relationship to support inherently religious activities such as prayer, worship, religious instruction, or proselytization.
- Any inherently religious activities that the FBOs may offer must be offered separately in time or location from Library services.

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

- Ensure that they and their employees understand 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.

10. RELATED POLICIES

- *Commemorative Naming* (POL-Admin)
- *Gifts and Donations* (POL-Admin)