

1.12 SPONSORSHIP

1.12.1 Policy

The Prince George 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, programs, activities and services to the community.

1.12.2 Library Principles

The Prince George Public Library is a centerpiece of the community and an anchor in the downtown area as through the Bob Harkins Branch, and a strong local historical cornerstone in the Hart area with the Nechako Branch of the library. We also maintain Reading-without-Rules sites throughout the community. Sponsorships must not undermine the integrity of the non-commercial public space that the Library provides. In developing sponsorship arrangements the Library will:

- 1.12.2.1 Not compromise the public service objectives and practices of the Library or of the sponsored event, service, programs or activity;
- 1.12.2.2 Protect its principle of intellectual freedom and equity of access to its programs, services, and collections;
- 1.12.2.3 Protect the confidentiality of user records;
- 1.12.2.4 Not permit sponsors to have any undue impact on the policies and practices of the Library or information provided by the Library (e.g. materials selection, purchasing or web content) or to influence or alter the basic goals and objectives of Library programs;
- 1.12.2.5 Not allow corporate names and/or logo to have prominence over the Prince George Public Library name, logos, or board approved communications objectives
- 1.12.2.6 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;
- 1.12.2.7 Not allow direct marketing of products to children, except where relevant educational material is promoted in conjunction with programs as approved by Prince George Public Library staff.

1.12.3 Application and Scope of Policy

The policy applies to all arrangements whereby a business or organization sponsors or contributes to Library programs, events, activities, and services as defined below in the definition of sponsorship.

A Sponsorship is a **contracted arrangement** between Prince George Public Library and a business or organization, designed to benefit both parties, and approved by the executive in the form of the Board or Library Director. 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 other organizations

The partner organization has marketing rights to promote their involvement with Prince George Public Library for the duration of the sponsorship agreement subject to the provisions of this policy, and the terms of the individual signed contract.

1.12.4 Definitions

A sponsorship is a mutually beneficial business exchange 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. Sponsorships involve an association between the sponsor and the Library and/or the specific programs, event, service or activity being sponsored. Tax receipts are not issued for funds, products or in-kind services made to the Library in the form of a sponsorship.

1.12.5 Application of Policy

- 1.12.5.1 **Sponsor Profile:** Only organizations and arrangements deemed appropriate and compatible with the policies, goals and values of Prince George Public Library will be considered for potential partnerships.

Specifically, the Library will not enter into sponsorship agreements with tobacco companies, or any particular religious group or ideologically exclusive or partisan group. Prior to engaging in a sponsorship relationship, the Library will 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 public image.

- 1.12.5.2 **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.

- 1.12.5.3 **Protection of the Public Interest:** The Library will only enter into sponsorships determined to be in the best interest of Library users.
- 1.12.5.4 **Appropriate Benefits for the Sponsor:** The sponsor will receive a benefits package and level of recognition commensurate with the value of its contribution.
- 1.12.5.5 **No endorsement:** While sponsorship involves an association between the sponsor and the Library, the Library will not officially endorse the sponsor or its products and services.
- 1.12.5.6 **Adherence to Library Policies:** All sponsorship arrangements must be in accordance with all relevant Library policies (e.g. Conflict of Interest, Purchasing). Should a specific sponsorship arrangement require an exception to an existing Library Policy, the Library Board will be asked to approve such exception.

1.12.6 Approval of Sponsorship

Final approval of the actual sponsorship agreement is as follows:

- 1.12.6.1 The Library Director 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
- 1.12.6.2 Library Board approval will be required for all sponsorships which do not meet all of the above criteria.

Potential sponsorship arrangements, likely to exceed \$50,000 or more per year, to be brought to the Library by the Prince George Public Library Foundation or the Friends of Prince George Public Library will be reviewed with the PGPL Board Chair by a Foundation or Friends Board member.

1.12.7 Written Agreement

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.

1.12.8 Termination of Sponsorship
Passed: September 22, 2010
Amended:

The Prince George Public Library reserves the right to terminate an existing partnership should any of the following occur:

- 1.12.8.1 The partner uses the Prince George Public Library's name outside the parameters of the partnership association, as embodied in the agreement, and without prior consent;
- 1.12.8.2 The partner develops a public image inappropriate to the Prince George Public Library's services and/or objectives.