



Carleton Place Public Library

Policy Type:	Governance	Policy Number:	OP-02
Policy Title:	Sponsorship	Initial Policy Approval Date:	Jan. 21, 2015
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		Year of Next Review:	2026

The Carleton Place Public Library encourages individuals, business firms, and community organizations to become sponsors of Library programmes, services and events. These sponsorships will benefit the community by allowing the Library to maintain or increase its level of service.

Definition

Sponsorship is defined as a mutually beneficial exchange whereby the Library receives funds, products or in-kind services from a sponsor who, in return, benefits from community recognition and advertising or promotional opportunities. Sponsorships do not automatically imply exclusive endorsement of products by the Library.

Sponsorship Approvals

The Library reserves the right to refuse any sponsorship opportunity that is deemed inappropriate or unsuitable to the advancement of the mission, objectives, or best interests of the Library. Carleton Place Public Library does not accept any cash or gift of property, pledge of support or non-cash gift or services, or enter into any partnership with any company or other organization that produces goods or services that may be considered harmful or illegal for certain members of the community. Sponsorship agreements must be approved by the Library CEO.

Conditions of Sponsorship

1. Sponsors must have no expectation of having any impact on the policies and operating procedures of the Library.
2. Any public use of the name, images and logos of the Library or other affiliated organizations must be approved by the Library CEO.
3. Sponsorships must not undermine the integrity of the non-commercial public space that the Library provides.
4. The library does not accept any kind of support from any company or organization that, in the judgment of the library, exploits certain members of the community in its product lines, advertising, marketing, and workforce or in any other



way.

5. The library at all times maintains an independent position on issues and concerns.
6. The library accepts support for collections, programs and services only when the content is to be determined by the library.
7. The library does not accept any support that implies or requires endorsements of products.
8. Acceptance of corporation support will take the form of a written agreement signed by representatives of the sponsoring organization and authorized representatives of the library. This agreement will define the terms of the sponsorship and any recognition to be provided to the sponsor.
9. Where a sponsorship agreement limits the Library's ability to enter into other sponsorship agreements or Library initiatives, the conditions of such an agreement shall clearly define the nature and extent of exclusivity, and the time period during which the exclusivity is to be granted.
10. The library board reserves the right to terminate an existing sponsorship should conditions arise during the life of the sponsorship that result in it conflicting with this policy or that sponsorship no longer supports the best interests of the library.
11. The right to refuse and/or terminate corporate contributions extends to support of third party fundraising for which the proceeds are designated to benefit the library.

Sponsor Recognition

1. Recognition for major corporate support will be developed in cooperation with the corporate donors and will be consistent with the level of support and the library's mission and purpose and will be meaningful for both the supporting companies and the library.
2. The library's intangible intellectual assets, including its name and likeness, will be protected at all times. Corporate partners will not be permitted to use the library's name for commercial purposes or in connection with the promotion of any product.
3. Official receipts for tax purposes will be issued as appropriate and according to CRA guidelines.