



AURORA PUBLIC LIBRARY CORPORATE SPONSORSHIP POLICY

Aurora Public Library (APL) welcomes and encourages the business community and other organizations to support the Library through the establishment of sponsorships, providing financial or in-kind contributions to enhance services, collections and programs.

The Aurora Public Library Board endorses the Canadian Library Association's Position Statement on Corporate Sponsorship Agreement in Libraries as approved June 1997. (Appendix A)

1.0 PRINCIPLES

Libraries enrich lives, provide information and foster informed communities which are essential to a democratic society. Sponsorships must not undermine the integrity of the non-commercial public space that the Library provides. In developing sponsorship arrangements, the Library will:

- not compromise its public service objectives and practices
- safeguard the principles of intellectual freedom and equity of access
- protect the confidentiality of user records
- not permit sponsors to have any undue impact on its policies and practices
- not permit corporate names and/or logos to have prominence over or alter APL's name and/or logo on facilities, print materials or online
- not allow direct marketing of products to children or accept any support that implies or requires endorsements of products

2.0 APPLICATION AND SCOPE OF POLICY

2.1 This policy applies to all arrangements whereby an organization sponsors or contributes to Library programs, events and services as defined below in the definition of sponsorship. A sponsorship is a contracted arrangement between Aurora Public Library and an organization, designed to benefit both parties. 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 of other organizations

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 program, event, service or activity being sponsored.

A **philanthropic gift or donation** is an arrangement where 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 CRA.

- 2.2 Only organizations and arrangements deemed appropriate and compatible with the policies, mission, philosophy and public profile of the Library will be considered for potential sponsorships.
- 2.3 Sponsorship opportunities or proposals will be considered in accordance with any conflict of interest guidelines.
- 2.4 Acceptance of corporation support will take the form of a written agreement signed by representatives of the sponsoring organization and authorized representative(s) of the Library. This agreement will define the terms of the sponsorship and any recognition to be provided to the sponsor.

3.0 **SPONSORSHIP AGREEMENT**

- 3.1 A sponsorship agreement with Aurora Public Library will be confirmed by a formal agreement that outlines the responsibilities and deliverables for all parties involved including the terms of the sponsorship, a set time period, any recognition to be provided to the sponsor and the Library's right to terminate the agreement.

All obligations on the part of the Library and the sponsor will end upon termination of the sponsorship agreement unless otherwise specified in the agreement.

- 3.2 The Library Board will review and approve all sponsorships.
- 3.3 Aurora Public Library has the right to refuse any sponsorship that in its absolute discretion contravenes the mission and vision of the Library.

4.0 RECOGNITION OF SUPPORT

- 4.1 The partner organization has marketing rights to promote their involvement with Aurora Public Library according to the term and duration of the sponsorship agreement and subject to the provisions of this policy.
- 4.2 Corporate partners will not be permitted to use the Library's name for commercial purposes or in connection with any product.
- 4.3 Aurora Public Library will adhere to Canadian Revenue Agency (CRA) guidelines relating to sponsorship revenue.

5.0 CONDITIONS OF SPONSORSHIP TERMINATION

- 5.1 The Library 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 the sponsorship no longer supports the best interests of the Library.
- 5.2 The right to refuse and/or terminate corporate contributions extends to support of third party fundraising for which the proceeds are designed to benefit the Library.

6.0 ATTACHMENTS

Appendix A: Canadian Library Association's *Position Statement on Corporate Sponsorship Agreement in Libraries* approved June, 1997

Approved Date: March 9, 2016 Motion #: 16.03.24
Effective Date: April 1, 2016