

**Number:** PR 08

**Policy Title:** Sponsorships and Recognition of Sponsors

**Policy Status:** Required under library legislation

**Date Approved:** October 20, 2014

**Date Amended:** November 19, 2018

**Date for Review:** 2023

---

## **SPONSORSHIP GUIDELINES**

### **1. Introduction**

If an organization or company provides resources to the Library with the expectation that the company will receive promotion in return, this is a sponsorship, not a donation.

The Library Board and staff actively solicit and encourage the business community, service clubs and other organizations to become sponsors of Library events, programs and services, which will benefit the community by enabling the Library to increase the level of service it can provide to the people of Strathcona County.

### **2. Definition**

Sponsorships afford opportunities for participating organizations to raise their profile and enhance their image within the community. A sponsorship partnership gives the outside organization ongoing recognition through public awareness for a defined period while providing financial and other benefits to the Library. Official tax receipts are not issued to sponsors for their contributions to the Library.

Corporate event sponsorship is an opportunity for corporations to invest marketing and advertising funds in a venture, usually a special event, which is mutually beneficial for both groups. It is important in offsetting event expenses for the Library.

### **3. Sponsorship Acceptance Guidelines**

- The Library Board shall approve sponsorships if they are determined to be in the best interest of the Library and support the mission, vision and values of the Library.
- Notwithstanding the above, the Library Board reserves the right to refuse any sponsorship opportunity.
- Sponsorship agreements which are valued at \$10,000 or less may be approved by the CEO and reported to the Library Board at its next regular meeting.

- Sponsorship agreements with values in excess of \$10,000 shall be presented to the Library Board for approval.  
Sponsorships will be formalized through a written agreement that defines their terms, to be signed by representatives of both the Library and the sponsoring organization.

4. Sponsorship Conditions:

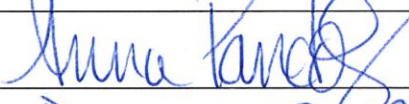
- The sponsor must have no impact on the policies and practices of the Library such as materials selection, purchasing or program planning.
- Where a sponsorship agreement limits the Library's ability to enter into other sponsorships, such an agreement shall clearly define the nature and extent of the exclusivity, and the period over which the exclusivity is to be granted.
- Sponsorships do not imply endorsement of products and services by the Library.
- Any public use of the name and/or logo of the Library, its Friends, and other affiliated organizations, special collections, resource collections, special services, programs, and departments, must be approved by the CEO. Any public use of the Friends of the Strathcona County Library names must also be approved by the Executive of the Friends of the Strathcona County Library Society.
- Sponsorships cannot be made conditional on Library performance outcomes.

5. Sponsor Recognition:

Sponsors shall be provided with a level of recognition commensurate with their contribution and in keeping with the principles outlined in the Library's Sponsorship Guideline. Sponsorships are not eligible for tax receipts.

6. Sponsor Agreement Termination:

The Library Board reserves the right to terminate existing agreements should conditions arise during the life of the agreement where they no longer support the interests of the Library or are in conflict with this policy. Should circumstances concerning a sponsor change, and as such are considered detrimental to the reputation of the Library, the Library has the right to remove the sponsor's name from all recognition.

Approved by Board Chair	
Date	Dec. 3, 2018