
**BARRIE PUBLIC LIBRARY
SPONSORSHIP POLICY**

MOTION #17-35

Reviewed June 22, 2017

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Barrie Public Library welcomes and encourages the business community, service clubs and other organizations to become sponsors of Library events, programs and services, which will benefit the community by allowing the Library to increase the level of service it can provide. Barrie Public Library endorses the position statement on Corporate Sponsorship in Libraries, passed at the Canadian Library Association's annual General Meeting on June 21, 1997.

1. DEFINITION

A sponsorship is a mutually beneficial business exchange between Barrie Public Library (hereinafter the Library) and an external organization (hereinafter the sponsor) whereby the sponsor receives a benefit of reciprocal value, such as recognition, acknowledgement or other promotional considerations, in return for providing cash and/or products and services in kind to the Library. Sponsorships involve an association between the sponsor, the Library and/or the specific program, event, service or activity being sponsored.

A sponsorship is a contracted arrangement between the Library and the sponsor, designed to benefit both parties; it is not a philanthropic gift. Charitable tax receipts cannot be issued for funds, products or in-kind services given to the Library as part of a sponsorship agreement.

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 to other organizations

2. CONDITIONS OF SPONSORSHIP ACCEPTANCE

- The Library reserves the right to refuse any sponsorship opportunity which is deemed to be inappropriate or unsuitable to the advancement of the mission and objectives of the Library
- Sponsorships must not compromise the public service objectives and practices of the Library or of the sponsored event, service, programs or activity
- Sponsorships must not undermine the integrity of the non-commercial public space that the Library provides
- The Library will only entertain sponsorship opportunities with companies whose products are legal for children and will not allow direct marketing of products to children, except where relevant educational material is promoted in conjunction with programs
- The Library will protect the confidentiality of library records

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- The sponsor must have no impact on the policies and practices of the Library or information provided by the Library (e.g. materials selection, purchasing or web content) nor influence or alter the basic goals and objectives of Library programs, including the principle of intellectual freedom and equity of access to Library programs, services, and collections
- 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 time frame over which the exclusivity is to be granted
- Sponsorships do not imply endorsement of products by the Library
- Sponsorships cannot be made conditional on Library performance outcomes
- Sponsors shall be provided with a level of recognition commensurate with their contribution. Recognition shall be in conjunction with, but not limited to, the programs or services which are supported by the sponsor
- The sponsor has marketing rights to promote their involvement with Barrie Public Library for the duration of the sponsorship agreement subject to these provisions:
 - Sponsor corporate names and/or logo will not have prominence over the Barrie Public Library name and/or logo
 - Any public use of the name and/or logo of the Library, special collections, resource collections, special services, programs, and departments, must be approved by the CEO and/or the Director of Business Development

3. CONDITIONS OF SPONSORSHIP TERMINATION

The Library and/or 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 if that sponsorship no longer supports the best interests of the Library.

Motion #01-51	Revised July 5, 2001
Motion #02-45	Revised October 10, 2002
Motion #03-38	Revised October 23, 2003
Motion #04-39	Reviewed October 28, 2004
Motion #06-38	Approved November 23, 2006 (Sponsorship Policy replace Corporate Partnership – Sponsorship Policy)
Motion #09-20	Reviewed June 25, 2009
Motion #11-16	Reviewed April 28, 2011
Motion #14-36	Revised November 27, 2014
Motion #15-27	Reviewed June 25, 2015
Motion #16-34	Reviewed June 23, 2016
Motion #16-34	Reviewed June 22, 2017