



<b>Policy Name:</b>	Sponsorship Policy		
<b>Section:</b>	System	<b>Effective Date:</b>	July 5, 2001
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## Purpose

The Barrie Public Library welcomes and encourages the business community, service clubs and other organizations to support the Library through the establishment of sponsorships, providing financial or in-kind contributions to enhance Library services, collections and programs.

## Policy

### Definition

A sponsorship is a mutually beneficial exchange between the Barrie Public Library and an external organization (the sponsor) whereby the sponsor receives a benefit, such as recognition, acknowledgement or other promotional considerations, in return for funds 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 and 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

### Conditions of Sponsorship

In developing sponsorships, the Library will:

- Select sponsors who further the Library's values and strategic directions, but do not drive the Library's priorities
- Safeguard equity of access to library services and not allow sponsorship agreements to give unfair advantage to, or cause discrimination against, sectors of the community
- Protect the principles of intellectual freedom and not permit sponsors to influence the selection of collections nor require endorsement of products or services
- The Library will not allow direct marketing of products to children, except where relevant educational material is promoted in conjunction with programs
- Include well-defined exclusivity rights, including the time frame over which the exclusivity is to be granted
- Ensure sponsorships are not conditional on Library performance outcomes

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 if the sponsorship no longer supports the best interests of the Library.

## Sponsor Recognition

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 the right to promote their involvement with the 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, services, and programs, must be approved by the CEO and/or the Director, Business and Development