

## **Sponsorship Policy**

Gibsons & District Public Library welcomes and encourages the business community and other organizations to support the Library through the establishment of sponsorships that will provide the Library with the resources, including revenue and/or in-kind contributions, to enhance events, programmes, activities and services to the community. The Gibsons & District Public Library endorses the Canadian Library Association's Position Statement on Corporate Sponsorship Agreement in Libraries approved in June, 1997.

## **Library Principles**

Gibsons & District Public Library is a cornerstone of the community. Sponsorships must not undermine the integrity of the non-commercial public space that the Library provides. In developing sponsorship arrangements the Library will:

1. not compromise the public service objectives and practices of the Library or of the sponsored event, service, programmes or activity;
2. protect its principle of intellectual freedom and equity of access to its programmes, services, and collections;
3. protect the confidentiality of user records;
4. not permit sponsors to have any undue impact on the policies and practices of the Library or information provided by the Library (e.g. materials selection, purchasing or web content) or to influence or alter the basic goals and objectives of Library programmes;
5. not allow corporate or private names and/or logo to have prominence over the Gibsons & District Public Library name and/or logo;
6. not seek or accept sponsorships for programmes, events, services or activities involving or targeted to children from companies whose products cannot legally be sold or distributed to children or from companies whose products are inappropriate for use by children;
7. not allow direct marketing of products to children, except where relevant educational material is promoted in conjunction with programmes.

## **Application and Scope of Policy**

The policy applies to all arrangements whereby an organization sponsors or contributes to Library programmes, events, activities, and services as defined below in the definition of sponsorship. A Sponsorship is a contracted arrangement between Gibsons & District

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 or other organizations

The partner organization has marketing rights to promote their involvement with Gibsons & District Public Library for the duration of the sponsorship agreement subject to the provisions of this policy.

### **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 programmes, event, service or activity being sponsored. Tax receipts are not issued for products or in-kind services made to the Library. 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 Canada Customs and Revenue Agency.