



<b>POLICY TYPE/NUMBER:</b>	<b>PUBLIC</b>	<b>P12</b>
<b>POLICY TITLE:</b>	<b>SPONSORSHIP POLICY</b>	
<b>DATE CREATED:</b>	<b>January 17, 2006</b>	<b>DATE REVISED: June 2, 2009</b>

**POLICY STATEMENT:**

The Pickering Public Library actively solicits and encourages the business community, service clubs and other organizations to become sponsors of Library events, programs and services. The Library enters into sponsorship agreements with sponsors it deems appropriate. Sponsorship agreements may vary by sponsor.

**DEFINITIONS**

A sponsorship is defined as a mutually beneficial exchange arranged in advance whereby:

- the Library obtains support for a specified activity or product
- the sponsor receives value in return for cash and/or products and services donated in kind to the Library.

**POLICY OBJECTIVES**

**Background**

The Pickering Public Library’s sponsorship policy has been developed within the framework provided by the Canadian Library Association’s *Position Statement on Corporate Agreements* (June 21, 1997).

**Policy Principles**

**Sponsorship approvals**

1. The Pickering Public Board has the right to refuse an offer of sponsorship, which is deemed inappropriate or incompatible with the mission, goals or best interests of the Library.

**Conditions of sponsorship**

2. The Library undertakes to ensure that all partners understand that the sponsorship agreement will have no impact on the policies or practices, such as materials selection or purchases, of the Pickering Public Library.
3. Use of the Library’s name or logo is strictly controlled. Any use of the Library’s name or logo by community or business partners requires prior approval in writing.

4. A partnership agreement will define the terms of the sponsorship (e.g., project details, timing, limitations, invoicing and formal recognition of the sponsorship) and any recognition to be provided to the sponsor. The sponsorship agreement will have a set time period and all obligations on the part of the Library and the sponsor will end upon the termination of the agreement, unless otherwise specified in the agreement.
5. Certain partnership agreements may entitle a sponsor to exclusivity. In all other cases a sponsor may not limit the Library's ability to enter into other sponsorships.

### **Sponsor Recognition**

6. Sponsors will 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.

### **Charitable tax receipts**

7. Canada Revenue Agency states that charitable receipts may not be issued for sponsorships where the sponsor receives a benefit such as advertising or promotion in return for the donation. However, the Library will issue an appropriate numbered receipt to its business partners for tax purposes.

For further information, please contact: Kathy Williams, Director of Public Services at Pickering Public Library: (905) 831-6265 ext. 6251, email [kathyw@picnet.org](mailto:kathyw@picnet.org).

### **Appendices**

Corporate Sponsorship Agreement in Libraries  
<http://www.cla.ca/about/sponsor.htm>

### **Related Policy**

Donations Policy