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## Marketing Partnership and Advertising

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### Policy Statement

The Pickering Public Library welcomes and encourages marketing partnerships and advertising to assist in the provision of Library programs, services, events, projects and facilities. This policy provides guidelines for revenue opportunities while safeguarding the Library’s vision, mission, values, interests and public image.

### Policy Objectives

1. The purpose of this policy is to establish a process to evaluate and make determinations regarding marketing partnership and advertising opportunities in a manner that safeguard the Library’s values, image, assets and interests while increasing the opportunities to broaden our service offerings to Pickering residents. This policy does not pertain to funding received from other levels of government through formal grant programs.
2. This policy applies to all relationships between the Library and businesses, organizations, and individuals that contribute either financially or in-kind to Library programs, events, services, projects or facilities in return for recognition, public acknowledgement or other promotional considerations for a specific period of time. This policy applies to the following:
  - program and special event marketing partnerships
  - naming or renaming of Library buildings or structures
  - branding of Library assets
  - pouring rights
  - paid advertising on Library property, at Library events and in Library publications.

### Definitions

**Advertising** denotes the sale or lease of advertising or signage space on Library property. Unlike marketing partnership, it involves the use of public advertising contracted at pre-

determined rates for a set period of time. Advertising does not imply any reciprocal partnership arrangement since the advertiser is not entitled to any additional benefits beyond access to space.

**Marketing Partnership** is a mutually beneficial business arrangement wherein an external party, whether for profit or otherwise, provides cash and/or in-kind services to the Library in return for commercial advantage. This payback may take the form of publicity, promotional consideration, etc. Because of these marketing benefits, a marketing partnership does not qualify for a tax receipt.

**Donations** are a gift or contribution of cash, goods or services given voluntarily toward an event, project, program or Library asset as a philanthropic act. Donations do not constitute a business relationship since no reciprocal considerations are sought. See Donation Policy for details.

**Naming Rights** are a type of marketing partnership in which an external company, organization, enterprise, association or individual purchases the exclusive right to name an asset or venue. (e.g. Library building or room) for a fixed period of time. Usually naming rights are considered in a commercial context, which is that the naming right is sold or exchanged for significant cash and/or other considerations under a long-term agreement. This arrangement is documented in a written agreement signed by the interested parties and has a specific end date to the contractual obligations.

**Pouring Rights** are a type of marketing partnership in which a corporation, an organization or an individual purchases the exclusive right to supply beverages to a Library facility in exchange for cash and/or other considerations over a long-term agreement.

## Policy Principles

1. Marketing partnerships and advertising must comply with federal and provincial statutes, municipal by-laws and the standards set out by the Canadian Advertising Standards Council.
2. Marketing partnerships and advertising opportunities will be considered and determined based on, but not limited to, the following criteria:
  - The value of the product, service and/or cash provided to the Library.
  - The relationship is mutually beneficial to both parties.
  - The opportunity enhances the development, awareness and sustainability of Library programs, services or facilities.
  - The opportunity optimizes revenue potential and results in a net financial benefit to the Library.

The following conditions apply when establishing marketing partnerships and advertising relationships:

- The Library will maintain control over the planning and delivery of marketing partnership activities.
- Agreements will not in any way invoke future consideration, influence or be perceived to influence the day-to-day business of the Library.
- Advertising devices must not impact the quality or integrity of Library's property and provide no added risks to safety.
- The advertisement of a product or service does not act as the Library's endorsement of any one product or service over another.
- The marketing partnership and advertising opportunity should be appropriate to the target audience.

### **3. Restrictions for Marketing Partnerships and Advertising**

1. The Library will not solicit or accept marketing partnerships or advertising from companies whose reputation could prove detrimental to the Library's public image and/or whose main business is derived from the sale of tobacco, pornography or the support of or involvement in the production, distribution and sale of weapons and other life-threatening products.

2. The Library will not allow marketing partnerships or advertising, either directly or through third party arrangements, that:

Violate any City of Pickering or Library policy;

- Convey a negative religious message that might be deemed prejudicial to religious groups;
- Promote alcohol and other addictive substances, at venues geared primarily to children;
- Present demeaning or derogatory portrayals of individuals or groups or contain anything, which in light of generally prevailing community standards, is likely to cause deep or widespread offence;
- Is in direct competition with the Library or City of Pickering services, programs or initiatives.

3. The Library reserves the right to reject any unsolicited marketing partnership or advertising that has been offered to the Library and to refuse to enter into any agreements for any marketing partnership or advertising that originally may have been openly solicited by the Library.

### **4. Administrative Requirements and Authorities Solicitation and Allocation**

1. Marketing partnership activities and advertising should continue to be the result of direct solicitation by the Library to marketing partners and advertisers.

2. As a general rule, the following marketing partnership and advertising opportunities should be competitive:
  - opportunities that offer a significant corporate profile;
  - agreements of a lengthy duration (over 5 years)
  - and agreements that allow for exclusive benefits and recognition.
  
3. Non-competitive arrangements may be considered for the following opportunities:
  - an unlimited number of marketing partners and advertisers are being sought;
  - a unique, innovative or experimental marketing partnership opportunity;
  - only one suitable marketing partner can be identified;
  - value of the marketing partnership or advertising opportunity is less than \$50,000;
  - The value of the in-kind media marketing partnership is less than \$100,000;
  - the need is justified in a business case and approved by the Library's Chief Executive Officer.
  
4. Unsolicited marketing partnerships and advertising received by the Library will be reviewed and evaluated by the relevant staff as per the provisions of this policy.
  
5. The selection of the preferred supplier will be consistent with the Library's procurement policy.
  
6. All marketing partnerships and advertising shall be evaluated on an annual basis to determine continued benefit. The term of all agreements shall not exceed ten years, unless authorized by the Chief Executive Officer.
  
7. The Library reserves the right to terminate an existing marketing partnership or advertising agreement should conditions arise that make it no longer in the best interests of the Library. Accordingly, the Library reserves the absolute right to order the immediate removal of advertising on its property at any time.

## 5. Delegation of Authority

Library staff are authorized to enter into marketing partnerships and advertising that do not exceed the following pre-authorized limits:

- Managers are responsible for approving all agreements with a total contract value of up to \$15,000 provided they satisfy all provisions of this policy.
  
- Directors are responsible for approving all agreements with a total contract value of up to \$30,000 provided they satisfy all provisions of this policy.
  
- The Chief Executive Officer is responsible for approving all agreements with a total contract value over \$30,000 provided they satisfy all provisions of this policy or with a financial expenditure required by the Library to fulfill the sponsorship request of over

\$5,000. CEO approval is required for all proposals that include billboard advertising.

- Library Board approval is required for opportunities involving the naming/renaming of Library property, buildings and structures for a specific period of time. City Council approval is required for the naming/renaming of a Library facility because the property is owned by the City. See City of Pickering Procedure #ADM110-006 Facility and Park Naming.

## **Related Documents**

Community Marketing Partnership Agreement

Alternate formats available upon request. Please talk to Library staff.