

# Madawaska Valley Public Library Policy Manual

Policy Type: Fundraising

Policy Number: FR-03

Policy Title: Partnerships & Sponsorship

Initial Approval Date: 25 September 2013

Last Review / Revision Date: 2018

Review Date: 2022

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## Objective

To set the requirements for business partnerships and sponsorships.

## Scope

The Madawaska Valley Public Library (the library) welcomes a broad base of support from various sources including organizations and the business community, to fulfill its mission.

## Section 1: Terms of Acceptance

1. The library negotiates partnerships with, and accepts support from, the business community in ways that will benefit and recognize the supporting companies while enabling the library to better achieve its mission without compromising its principles. The library recognizes that companies support the library not only out of a desire to be good community members, but also with a hope of a return or benefit to the company.
2. The library does not accept any cash or gift of property, pledge of support or non-cash gift or services, or enter into any partnership with any company or other organization that produces goods or services that may be considered harmful or illegal for certain members of the community.
3. The library does not accept any kind of support from any company or organization that, in the judgment of the library, exploits certain members of the community in its product lines, advertising, marketing, and workforce or in any other way.
4. At all times the library maintains an independent position on issues and concerns.
5. The library accepts support for collections, programs and services only when the content is to be determined by the library.
6. The library does not accept any support that implies or requires endorsements of products.
7. Acceptance of corporation support will take the form of a written agreement signed by representatives of the sponsoring organization and the Township of Madawaska Valley Public Library Board (the Board). This agreement will define the terms of the sponsorship and any recognition to be provided by the sponsor.
8. The Board reserves the right to terminate an existing sponsorship should conditions arise during the life of the sponsorship that result in a conflict with this policy, or that sponsorship no longer supports the best interests of the library.
9. The right to refuse and/or terminate corporate contributions extends to support of third party fundraising for which the proceeds are designated to benefit the library.

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## Section 2: Recognition of Support

1. Recognition for major corporate support will be:
  - a) Developed in cooperation with the corporate donors
  - b) Consistent with the level of support and the library's mission
  - c) Meaningful for both the supporting companies / organizations and the library.
2. The library's intangible intellectual assets, including its name and likeness, will be protected at all times. Corporate partners will not be permitted to use the library's name for commercial purposes or in connection with the promotion of any product.
3. Official receipts for tax purposes will be issued as appropriate and according to Canada Revenue Agency guidelines.

## Section 3: CLA Policy Endorsement

1. The Board endorses the position statement of the Canadian Library Association (CLA), Corporate Sponsorship Agreement in Libraries as approved June 1997.

### Related Documents:

Canadian Library Association's Position Statement: Corporate Sponsorship Agreement in Libraries

Policy Number **OP-04**

**Collection Development Policy**