



Meaford Public Library
Sponsorship Policy
Policy-44
September 2023

The Meaford Public Library (MPL) welcomes a broad base of support from various sources within the community to fulfill its mission of bringing service excellence to meet the needs of a dynamic community through universal access to innovative and vibrant spaces and experiences.

Scope:

This policy sets out the requirements for a variety of sponsorships in which the Meaford Public Library may engage. MPL values the working relationship with the Friends of the Meaford Library (FOML) in accordance with MPL Policy 34 – Friends of the Meaford Library (FOML), where the Meaford Public Library Board supports the Friends of the Meaford Library (FOML) as a valuable community endeavor that benefits the Meaford Public Library and its patrons. The FOML mission is to raise money and public awareness in the community to support the resources, services and programs of the Meaford Public Library, and plays an important role in sponsorship with MPL.

MPL encourages the local business community, service clubs and other organizations to become sponsors of library events, programs, services, and equipment. This sponsorship benefits the community by allowing the library to increase the level of service it can provide to library users.

Definition:

Sponsorship – a sponsorship is a mutually beneficial exchange whereby the sponsor receives value in return for cash and/or products or services in-kind provided to the Library. Tax receipts are not issued to sponsors. Does not include gifts, donations (*see Policy 4 – General Gift Acceptance*), grants or funds received from the local/provincial/federal governments.

Terms:

Corporate sponsorships must:

- a) Demonstrate that sponsors further the library’s mission, goals, objectives, and priorities, but do not drive the library’s agenda or priorities.
- b) 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.
- c) Protect the principle of intellectual freedom and not permit sponsors to influence the selection of collections, or staff advice and recommendations about library materials, nor require endorsement of products or services.
- d) Ensure the confidentiality of user records by not selling or providing access to library records.
- e) Be sensitive to the local political and social climate and enhance the library’s image in the community.

Sponsorship Criteria:

MPL will determine, on a case-by-case basis, if it will enter into a sponsorship agreement based on its assessment of the Library's best interests. MPL reserves the right to refuse any sponsorship it deems inappropriate or unsuitable to the Library's mission, goal, policies and best interests.

Sponsorship criteria include, but are not limited to:

- a) Providing universal access to Library collections, facilities, staff, and other resources.
- b) Ensure that they align with Library values without any risk of negatively impacting the Library's reputation or image.
- c) Encouraging exploration of the broadest range of ideas, information, and culture.
- d) Protecting the principle of intellectual freedom
- e) Ensuring the confidentiality of patron records.
- f) Ensuring that sponsoring companies' products are legal and safe.
- g) Maintaining the integrity of the Library's purchasing and materials selection practices.
- h) Sponsorships must comply with the Library's policies.
- i) Sponsorship cannot be made conditional on Library performance outcomes.
- j) Sponsors must have no expectation of having an influence on the selection of materials for the Library nor any impact on the policies and operating procedures of the Library.
- k) Sponsorships do not automatically imply exclusive endorsement of products by the Library.

Sponsorship Agreement:

Following the Library's assessment of all proposals, a Sponsorship Agreement will be completed, outlining the benefits, roles and responsibilities, fees, duration, and other agreed terms of the arrangement.

An evaluation process including timelines will be included in the Agreement, outlining measure of success in meeting shared goals and community impacts. This evaluation will be completed within a reasonable period following the commencement of the arrangement.

Sponsorship Termination:

MPL reserves the right to terminate an existing sponsorship should conditions arise during the life of the sponsorship that, in the opinion of MPL, result in a conflict with this policy or no longer support the best interests of MPL.

Related Documents:

Meaford Public Library Sponsorship Agreement Form

Meaford Public Library Policy 4 – General Gift Acceptance

Meaford Public Library Policy 1 – Intellectual Freedom

***Meaford Public Library Policy 8 – Programming
Meaford Public Library Strategic Plan 2022+***

Approved: September 2023

Meaford Public Library Board Chair

Meaford Public Library CEO