

Sponsorship POLICY

- Operational** (Approved by SPL Board)
- Administrative** (Approved by SPL CEO)

Date Effective: 2020-07-09

Date Last Reviewed or Revised: 2020-07-02

Review Cycle: Every five years by Director, Strategy & Communication

Purpose

Saskatoon Public Library's *Sponsorship Policy* ensures only sponsorships that benefit and enhance SPL's offerings are accepted. Sponsorships must protect SPL's unique role in the community.

The Policy does not address Naming. See the *Naming Policy* and *Naming Guidelines* for Naming opportunities and requirements.

Policy Statement

SPL only accepts sponsorship opportunities that:

- Do not compromise the Library's vision, mission, values and goals.
- Protect patrons' equal access to programs, services and locations.
- Do not permit Sponsors to have undue influence on the policies and practices of the Library.
- Do not restrict the Library's selection of materials or access to community members.
- Do not restrict information provided by SPL.

SPL encourages businesses and organizations to support the Library with sponsorships that provide it with resources. The resources can be monetary or in-kind contributions to enhance funding for programs, activities, events and other services for the Library community.

SPL does not allow corporate names or logos to have prominence over the Library's logos and branding.

Any marketing associated with sponsorship must be appropriate for the target market. For example, products that cannot legally be sold to minors cannot be associated with sponsorship for programs and events that are targeted to minors.

Definitions

- 1) "**Board**": Saskatoon Public Library Board.

- 2) **"CEO"**: Saskatoon Public Library CEO.
- 3) **"Donor"**: Any individual, partnership, corporation, foundation or other legal entity that makes a charitable Gift to SPL.
- 4) **"Executive Team"**: SPL's CEO; Director, Public Services; Director, Corporate Services & Facilities; Director, Finance & Administrative Services; Director, Strategy & Communication; and Director, Reconciliation.
- 5) **"Gift"**: A voluntary transfer of property without expectation of recognition, acknowledgement or other promotional considerations.
- 6) **"Gift in Kind"**: A Gift of property (a non-cash Gift), including Real Property and Personal-Use Property. A Gift in Kind does not include a Gift of Service.
- 7) **"Gift of Service"**: The contribution of a service, e.g., time, skills or effort.
- 8) **"Library"**: SPL and its branches, permanent and temporary buildings, grounds and other spaces, including virtual spaces.
- 9) **"Naming"**: The official naming of a particular SPL asset to recognize and honour a Donor or Sponsor.
- 10) **"Personal-Use Property"**: Items owned primarily for personal use and enjoyment rather than for business purposes, e.g., furniture, art, books, collectible memorabilia, vehicles and jewellery.
- 11) **"Policy"**: *Sponsorship Policy*.
- 12) **"Real Property"**: Land, and anything permanently attached to land, e.g., houses, buildings, gas, oil and minerals, usually bought for investment purposes or to earn income. It includes owned or leased principal residences, whether they are houses, apartments, trailers or boats.
- 13) **"SPL"**: Saskatoon Public Library.
- 14) **"Sponsor"**: Any individual, partnership, corporation, foundation or other legal entity that contributes funds or in-kind goods or services to SPL in return for recognition, acknowledgement or other promotional considerations.
- 15) **"Sponsorship Agreement"**: Each sponsorship is accompanied by an agreement that includes, but is not limited to:
 - Sponsorship value.
 - Term length of the sponsorship.
 - SPL's responsibilities, including costs.
 - Sponsor's responsibilities.
 - Logo sizes and placements.