

Sponsorship POLICY

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

Date Effective: 2020-07-13

Date Last Reviewed or Revised: 2023-02-15

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

Purpose

Saskatoon Public Library's *Sponsorship Policy* provides a framework to ensure that sponsorships benefit and enhance SPL's offerings and protect SPL's unique role in the community.

The Policy does not address philanthropic Gifts. See the *Gift Acceptance Policy* and the *Gift Acknowledgement & Stewardship Policy* for Gift opportunities and requirements.

Policy Statement

SPL welcomes the support of businesses and others organizations to help the Library achieve its vision through enhanced programs, events and other Library services. Sponsorship support may be monetary or In-Kind.

As a mutually beneficial business exchange that provides recognition, acknowledgement and other promotional considerations, sponsorships do not qualify as Gifts and are not eligible for charitable receipts.

SPL accepts sponsorship opportunities that:

- Align with the Library's vision, values and goals.
- Benefit the Library and its patrons.
- Protect patrons' equal access to programs, services, collections and locations.
- Maintain the Library's authority over the priorities, policies and practices of the Library. Protect intellectual freedom and do not permit sponsors to influence the Library's selection of materials, information provided to patrons or access to materials by community members.

Sponsor name or logo recognition does not have prominence over the Library's logos and branding.

Any marketing associated with sponsorship must be appropriate for the target market.

Each sponsorship is accompanied by a sponsorship agreement that includes, but is not limited to:

- Sponsorship value.

- Term length of the sponsorship.
- SPL and Sponsor responsibilities.
- Sponsor recognition.

Definitions

- 1) **"Gift"**: A voluntary transfer of property without expectation of recognition, acknowledgement or other promotional considerations.
- 2) **"In-Kind Sponsorship"**: When a sponsor provides value in the form of goods or services in lieu of a monetary contribution.
- 3) **"Library"**: SPL and its branches, permanent and temporary buildings, grounds and other spaces, including virtual spaces.
- 4) **"Policy"**: *Sponsorship Policy*.
- 5) **"SPL"**: Saskatoon Public Library.
- 6) **"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.