

Policy Name: SPONSORSHIP AND FUNDRAISING POLICY
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Resolution #:	LIB2025-15	Date:	7 August 2025
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POLICY STATEMENT AND RATIONALE

The purpose of this policy is to provide guidelines with respect to the creation and administration of sponsorship partnerships and fundraising campaigns.

SCOPE

This policy shall apply to all Library Staff, Members of the Library Board, and all residents, businesses and organizations seeking to assist the Library through the creation of sponsorship partnerships.

DEFINITIONS

In reading and interpreting this policy, the following definitions shall apply:

“Campaign” means an organized fundraising effort to solicit substantial funds for the City of Kawartha Lakes Public Library, usually extending over a period of months or years.

“CEO” means the Chief Executive Officer of the City of Kawartha Lakes Public Library.

“Chair” means the person presiding at the Library Board Meeting.

“City” means the Corporation of the City of Kawartha Lakes.

“Fundraising” mean short-term activities or single events to solicit funds.

“Gift” means a voluntary transfer of property

“Library” means the City of Kawartha Lakes Public Library.

“Library Board” means the City of Kawartha Lakes Public Library Board.

“Sponsorship” means a contribution of cash, goods, or services toward an event, project, or corporate asset, in return for commercial benefit (i.e. logo placement, acknowledgement or presenting sponsorship). Sponsorships are a reciprocal arrangement benefitting both parties.

POLICY, PROCEDURE AND IMPLEMENTATION

1.0 General Guidelines

- 1.1 The Library Board gratefully accepts and encourages sponsorships from individuals, groups, foundations and corporations, for the purpose of enhancing library services, subject to this policy.
- 1.2 The Library actively solicits and encourages the local business community, service clubs and other organizations to sponsor Library events, programmes and services which will benefit the community.
- 1.3 The Library evaluates all offers of sponsorship, and accepts only those which it feels align with the mission, vision, values and standards of the library. The Library has no obligation to accept an offer of sponsorship.

2.0 Sponsorships and Partnerships

- 2.1 The Library may negotiate 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.
- 2.2 The Library will not accept any cash, 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.
- 2.3 The Library Board may consider sponsorship from companies, organizations or agencies, recognized as producing and/or distributing beer, wine or alcohol products. In such cases, advertising by these companies will promote responsible consumption of the product, but may not contribute to services provided exclusively for children, youth and/or teens.
- 2.4 The Library at all times maintains an independent position on issues and concerns.
- 2.5 The Library does not accept any support that implies or requires endorsements of products.

- 2.6 The Sponsor must not have any impact on the policies, practices and priorities of the Library.
- 2.7 The Sponsor must not have any impact on collection development or Library Staff recommendations about library materials.
- 2.8 Acceptance of corporation support will take the form of a written agreement signed by representatives of the sponsoring organization and Library Board. The agreement will define the terms of the sponsorship, and any recognition to be provided to the sponsor. For corporate support under \$10,000 the CEO has signing authority in the agreement; support \$10,000 and above must be approved by the Board and co-signed by the Board Chair.
- 2.9 Any public use of the Library's name or logo by the sponsor must be pre-approved by the CEO.
- 2.10 The Library 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.
- 2.11 The right to refuse and/or to terminate corporate contributions extends to support of third party fundraising for which the proceeds are designated to benefit the Library.
- 2.12 The Library Board endorses the Canadian Library Association's *Position Statement: Corporate Sponsorship agreement in Libraries* as approved June 1997

3.0 Naming Rights

- 3.1 The Library Board may consider naming rooms in library branches, programs or collections after a sponsoring organization in recognition of significant financial gifts, or gifts in kind, to the Library. This will adhere to the Library's **Naming Rights Policy**.

4.0 Fundraising

- 4.1 The Library Board may choose to strike a fundraising committee that will create a fundraising plan for individual fundraising activities or capital campaigns.
- 4.2 At the request of the of Library Board, the CEO may develop and implement appropriate fundraising strategies to achieve fundraising

targets established by the Board, while maintaining awareness and respect for fundraising endeavours undertaken by others within the community.

See also:

Donations Policy

Naming Rights Policy

Kawartha Lakes Public Library - Vision and Missions Statements (website)

Canadian Library Association: Position Statement on Corporate Sponsorship Agreement in Libraries

Libraries enrich lives, provide information needed for work and daily living, and foster informed communities which are essential to a democratic society. In recognition of this important function, communities support libraries through public funding. The library's first priority is to ensure the continuation and growth of this primary relationship -- public funding for the public good.

CLA encourages and supports advocacy to maintain and develop public funding as the principal source of support for public, school, academic and government libraries.

Publicly funded libraries can and do explore other sources of funding, such as grants, gifts, donations, partnerships and sponsorships, to ensure that they provide the best possible services to their communities. Corporate sponsorships are one source of additional support that allows libraries to enhance the level, extend the range, or improve the quality of library service.

To ensure that partnerships enhance the library's image and add value to library services, libraries need to develop policies and sponsorship agreements that outline the conditions and the benefits of the sponsorship arrangement.

CLA believes that the following principles are important in developing sponsorship policies and agreements. Libraries have a responsibility to:

1. Demonstrate that sponsors further the library's mission, goals, objectives and priorities, but do not drive the library's agenda or priorities.
2. 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.
3. 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.
4. Ensure the confidentiality of user records by not selling or providing access to library records.
5. Be sensitive to the local political and social climate and select partners who will enhance the library's image in the community.

Approved June 1997