

Policy Name:	Partnerships and Sponsorships
Policy Type:	Operational
Policy Number:	OP-20
Original Adoption Date:	February 2009
Current Approval:	June 2024
Review:	January 2028
Motion:	2025:53

Partnerships and Sponsorships

1. Purpose

The purpose of this policy is to establish an approach to partnerships and sponsorships that:

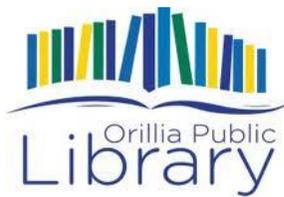
- aligns with the Orillia Public Library's mission, vision and values;
- provides guidance to facilitate and support opportunities for partnership/sponsorship; and
- creates a systematic approach to negotiating, managing and reporting on partnership/sponsorships.

2. Policy

Orillia Public Library recognizes that public funding is the principal and most important source of funding for its services.

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

In this context, the Library welcomes and encourages the business community to support the Library through partnerships/sponsorships that provide resources, including financial revenue and/or in-kind contributions, to enhance rooms, programs, collections and services to the community.



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3. Definitions

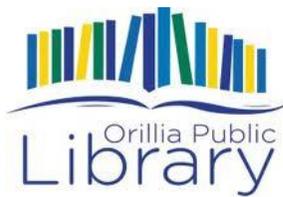
“Partnership” is a mutually beneficial collaboration between the Library and an external organization, individual, business, or community group. Partner contributions provide and/or promote activities, services, events and programs to the public in ways that are mutually beneficial, without the exchange of cash. See Programming and Outreach (OP-06) for Partnership Types.

“Sponsorship” is a mutually beneficial business exchange between the Library and a corporate organization whereby the sponsor contributes funds and/or in-kind contributions to the Library in return for commercial advantage including naming, recognition, acknowledgement or other promotional considerations such as publicity, merchandising opportunities, etc. Because of these marketing benefits, a sponsorship does not qualify for a tax receipt.

4. Procedure

Section 1 – Terms of Acceptance

- a. Orillia Public Library does not accept any cash or gift of property, pledge of support or non-cash gift or services, or enter 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.
- b. 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.

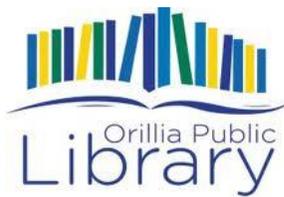


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- c. The Library maintains an independent position on issues and concerns.
- d. The Library will only enter into sponsorships determined to be in the best interests of Library users and aligned with the values and strategic priorities of the Library.
- e. The Library does not accept any support that implies or requires endorsements of products. The Library reserves the right to explicitly disclaim endorsement of sponsors.
- f. Acceptance of corporation support over \$500 will take the form of a written agreement signed by representatives of the sponsoring organization and authorized representatives of the Library. This agreement will define the terms of the sponsorship and any recognition to be provided to the sponsor.

Section 2 – Recognition of Support

- a. Recognition for major corporate support will be developed in cooperation with the corporate donors and will be consistent with the level of support and the Library’s mission and purpose and will be meaningful for both the supporting companies and the Library.
- b. The Library’s intangible intellectual assets, including its name and likeness, will be protected at all times. Corporate partners/sponsors will not be permitted to use the Library’s name for commercial purposes or in connection with the promotion of any product.
- c. Official receipts for tax purposes will be issued in accordance with the Library’s donations policy, as appropriate and according to **Canadian Revenue Agency (CRA)** guidelines.



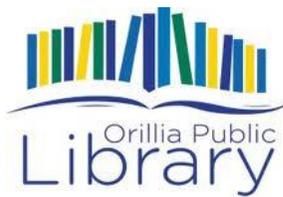
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Section 3 – Naming Rights

- a. Occasionally, the Library will offer the opportunity for significant philanthropic investment in the Library infrastructure to ensure the sustainability of excellent library service in the community. The Library Board has the authority to recognize significant contributions by naming library services or facilities in honour of its benefactors.
- b. Naming opportunities are subject to funding agreements that satisfy specific donation levels deemed appropriate to the project costs and arrangements for payment.
- c. The Library Board reserves the right to remove a donor’s name should that individual or organization fail to exemplify the attributes of integrity and civic leadership expected of this honour.
- d. Opportunities for renaming may arise when a collection or room is redeveloped or renovated and will be utilized for a different purpose. Should a collection or room be replaced or substantially renovated, or the use of an area be re-designated, the renaming of the collection or room may be considered.

Section 4 – Partnership/Sponsorship Termination

During the period of partnership/sponsorship, the Board, CEO or designate reserves the right to terminate an existing arrangement should conditions arise resulting in conflicts with any portion of this Policy or where the Library’s best interests are no longer being supported. 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. The Library will exercise such right at its sole discretion. Reasons for termination



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of an existing partnership/sponsorship can include (but are not limited) to the following:

- a. The partner/sponsor organization uses the Library's name and/or branding outside the parameters of the agreed upon association and without prior consent;
- b. The organization develops a public image that is inappropriate to or incompatible with the Library's services and/or objectives;
- c. The failure of the partner/sponsor to deliver the agreed-upon resources and services;
- d. Lack of Library or partner/sponsor capacity, including staff time, space, or resources;
- e. Lack of strategic alignment with the partner/sponsor organization and the Library's strategic objectives.

Related Documents

- [Canadian Revenue Agency](#)
- [Donor Bill of Rights](#)
- Orillia Public Library: Donations and Gifts (OP-19)
- Orillia Public Library: Programming and Partnerships (OP-06)
- Orillia Public Library: Strategic Plan