

SPONSORSHIP POLICY ULYSSES PHILOMATHIC LIBRARY

Ulysses Philomathic Library (UPL) welcomes sponsorship agreements from businesses, families and individuals. The aim of these agreements is to obtain funding or in-kind support to increase the level of services that UPL may provide, procure new resources, and promote the library.

Definitions

A *sponsorship* is a mutually beneficial business exchange between UPL and an external individual or organization (hereinafter the sponsor) whereby the sponsor contributes funds, products or in-kind services to the library in return for recognition, acknowledgement or other promotional considerations.

A *Partnership* is an ongoing sponsorship.

A *gift or donation* is an arrangement where a donor contributes cash and/or in-kind goods or services to the library without expectation or requirement of a reciprocal benefit.

A *commercial advertisement* is a paid announcement of goods or services for sale.

Guiding Principles

The following principles will guide the UPL in the solicitation and acceptance of sponsors:

- All sponsorship agreements must further UPL's mission, goals, objectives and priorities. They must not drive the library's agenda or priorities.
- All sponsorship agreements must not compromise equity of access to library services. These agreements must not give unfair advantage to, or cause discrimination against, any sectors of the community.
- All sponsorship agreements must protect the principle of intellectual freedom. Sponsors may not direct the selection of collections or require endorsement of any products or services.
- All sponsorship agreements must ensure the confidentiality of user records. UPL will not sell or provide access to UPL records in exchange for gifts or support.
- All sponsorship agreements must leave open the opportunity for other actual or potential sponsors to have similar opportunities to provide support to UPL.

- Sponsor contributions of books or other library materials will be accepted in accordance with the terms outlined in UPL's *Donations of Books and Library Materials Policy*.

Sponsor Recognition and Acknowledgement

Sponsors will be provided with a level of recognition commensurate with their contribution. These levels will be clearly defined in writing within the sponsorship agreement.

In all cases, the recognition required by the sponsor will be weighed against the benefit to UPL.

The following guidelines will be used in providing acknowledgement to and recognition of sponsors:

- A letter of acknowledgement for money and in-kind support will be sent to all sponsors and a copy will be placed on file at UPL.
- Any specific recognition agreements will be stipulated in the letter.
- Public acknowledgement of sponsorship in UPL's promotional materials (Newsletter/website/brochures/displays) will be restricted to a statement describing the sponsor's contribution and how it will be/is being used to benefit UPL, the sponsor's name and a display of their logo if they have one.
- UPL will not include reference to any specific product or service that the sponsor sells. Nor will UPL endorse any product or service of its sponsors (UPL does not post or publish commercial advertisements or otherwise promote commercial products or services).
- Standards controlling the size, format and location of sponsor acknowledgment will be approved by the Director to ensure both consistency and quality of appearance. Such acknowledgement will not take precedence or have prominence over UPL's own logo or promotional materials. UPL shall retain sole control of the content of our web sites and other promotional materials.

For a new sponsorship valued at or above \$500, UPL may also submit a press release to local newspapers to announce the new sponsorship if the sponsor is amenable.

Acknowledgement of sponsors may also take the form of printed and/or verbal recognition at UPL programs and events, especially if the program or event is being sponsored by the sponsor.

Sponsors may announce their sponsorship of UPL in their own promotional materials. Wording for this announcement shall be restricted to a statement describing the sponsor's contribution and how it will be/is being used to benefit UPL, our name and our logo. Sponsors shall display UPL logos according to our logo standards. UPL's name and logo may not be used as part of any endorsement of a sponsor's product, service or company.

Approval

All sponsorship agreements must be approved by the Director. The Director shall inform the Board of new partnerships via monthly board meetings.

Authority for Implementation/cancellation

UPL reserves the right to make decisions regarding the implementation of each sponsorship agreement. All details as to design of programs and allocation of resources will reside with UPL. Purchasing decisions, including type of equipment, materials, furnishings, and other components of a contribution will reside with UPL.

UPL reserves the right to deny sponsorships for any reason and to end these arrangements at any time if, in the opinion of UPL, the services or image of the Library warrant such action. In the event of a cancellation of sponsorship by UPL, a prorated refund may be issued.

First approved as amended by Board 01/21/14

Last reviewed by Policy Committee 04/26/16