



Onondaga County Public Library Board Policy

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Sponsorships Policy

1st Consideration: 3/13/13
Resolution #: 13-17
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Onondaga County Public Library (OCPL) welcomes and encourages the business community and other organizations to support the library through the establishment of sponsorships that will provide the library with the resources, including revenue and/or in-kind contributions, to enhance events, programs, activities and services to the community.

Acceptable Sponsorships and Partnerships

- All sponsorships will further the library's Mission, Vision, and Values and must safeguard equity of access to library services.
- Sponsors may not direct and/or affect the selection of materials or vendors, or require endorsement of their products or services.
- The Library will not seek or accept sponsorships for programs, events, services or activities involving or targeted to children from companies whose products cannot legally be sold or distributed to children or from companies whose products are inappropriate for use by children.
- Sponsorship opportunities will be approved in advance by the OCPL's Executive Director, who may consult with the Onondaga County Public Library Board of Trustees.
- Staff initiating the sponsorship will work with the Executive Director and within the parameters of this policy to develop appropriate recognition commensurate with the amount contributed and weighed against the benefit to the Library.
- Onondaga County Public Library's logo will have prominence over corporate names and logos. Onondaga County Public Library events and programs will be named to reflect that it is an Onondaga County Public Library activity with underwriting provided by the corporate sponsor.
- All sponsor decisions shall be made consistent with all other Onondaga County Public Library Board policies.

Appropriate Acknowledgement and Public Recognition

The library will ensure that each sponsor receives acknowledgement and to the degree that the donor is willing, public recognition.

- A letter of acknowledgment for gifts of money and in-kind support will be sent to all sponsors.
- Any special recognition agreements will be stipulated in the letter.
- Public acknowledgment of sponsorship in the library's promotional materials will normally be restricted to a statement of the sponsor's name and a display of logo. Standards controlling the size format and location of such acknowledgment will be developed by the community relations director to ensure both consistency and quality of appearance.
- For gifts and/or sponsorships valued at over \$1000, the library may submit a press release to local newspapers and/or publish an article regarding the sponsorship in their own newsletter if the sponsor is willing.
- Acknowledgement of sponsorship may also take the following forms at the library's discretion:
 - Launch of a special program or media campaign to announce the gift.
 - Sponsor's name on promotional materials and/or the program's web page.
 - Small standardized plaques may be placed on donated furniture or equipment.
 - Library bookplates
 - In all cases, the type and scope of donor recognition required by the donor will be weighed against the benefit of the library.

Definitions

Sponsorship

A sponsorship is a mutually beneficial exchange between the library and an external organization (sponsor) whereby the sponsor contributes funds, products or services of a defined value to the library and in turn, receives recognition, acknowledgement or other promotional considerations.

Sponsorships do not imply library endorsement of the sponsor or its products or services. The sponsor is responsible for its own determination of deductibility and gift valuation for tax purposes.

A sponsorship differs from a philanthropic gift or donation in that a philanthropic gift is a contribution of cash and/or products or services without expectation or requirement of a reciprocal benefit.