

<i>TITLE:</i> Sponsorship		<i>POLICY:</i> B-2022	
<i>COMMITTEE:</i> Finance & Audit		<i>PASSED:</i>	June 8, 1994
		<i>AMENDED:</i>	March 10, 2020
<i>TOPIC:</i> Fund Development		<i>REVIEWED</i>	March 24, 2026
		<i>REVIEW PERIOD:</i>	Every 3 years

Edmonton Public Library (EPL) welcomes individuals, members of the business community and other organizations to support the Library through the establishment of sponsorships, providing financial or in-kind contributions to enhance Library services, collections and programs.

Definition

Sponsorship is a mutually beneficial contractual relationship between the Library and a Sponsor (individual, business or not-for-profit organization) whereby the Sponsor contributes funds, products or in-kind services to the Library in return for recognition, acknowledgment or other promotional consideration. Sponsorships may involve a more general association between the Sponsor and the Library or an agreement regarding specific programs, events, services or activities.

Principles

This policy applies to all arrangements whereby a Sponsor contributes to Library services, events, or activities. This policy does not apply to:

- Philanthropic gifts or donations
- Grants or funds obtained from various levels of government
- Arrangements where the Library sponsors or contributes to external projects or other organizations

Relationships with other government agencies

In developing sponsorships, the Chief Executive Officer (CEO) will ensure that EPL:

- a) Selects sponsors that align with the Library's values and strategic goals and do not direct, influence or alter strategic, operational, or service priorities.
- b) Safeguards equity of access to library services and does not allow sponsorship agreements to give unfair advantage to, or cause discrimination against, sectors of the community.

- c) Protects the principle of intellectual freedom and does not permit sponsors to influence the selection of collections or staff advice/recommendations about library materials, nor require endorsement of products or services.
- d) Ensures mutual understanding of the nature of the sponsorship arrangement through a signed formalized agreement which describes responsibilities, recognition, terms and termination provisions.
- e) Ensures sponsorships do not compromise the Library's independence, integrity, reputation or public trust.
- f) Ensures any sponsorship that involves facility naming rights is aligned with the provisions of the City of Edmonton Naming Municipal Assets Policy (Policy # C509C).
- g) Ensures that the EPL brand is maintained, and any logos, messaging, and recognition materials adhere to the Library's standards.
- h) Ensures compliance with legal, regulatory, and accounting requirements.

Legislative and Policy Authorities

- [City of Edmonton Facility Name Sale Policy](#)
- [Naming Municipal Assets Policy](#)
- [Income Tax Act](#)

Related Board Policies

- [Ethical Fundraising, B-2015](#)
- [Gift Acceptance, B-2013](#)
- [Privacy and Confidentiality of Customer Information, B-2005](#)