

<b>TITLE:</b> Corporate Sponsorship		<b>POLICY:</b> B-2022	
<b>COMMITTEE:</b> Finance & Audit		<b>PASSED:</b> June 8, 1994	
		<b>AMENDED:</b> March 10, 2020	
<b>TOPIC:</b> Fund Development		<b>REVIEWED:</b> February 23, 2023	
		<b>REVIEW PERIOD:</b> Every 3 years	

The Board of the Edmonton Public Library (EPL) encourages 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 - a mutually beneficial exchange between the Library and an external organization (sponsor) 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. Tax receipts are not issued for such contributions as per Canada Revenue Agency (CRA) regulations.

In developing corporate sponsorships, the CEO will ensure that EPL:

- a) Selects sponsors who further the EPL’s values and strategic goals, but do not drive the Library’s priorities.
- b) Safeguards equity of access to library services and 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 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 agreement which describes options, including termination provisions.
- e) Remains sensitive to the political and social climate and selects partners who will enhance EPL’s image in the community.
- f) Determines EPL facility names and, in keeping with the provisions of the City of Edmonton Naming Municipal Assets Policy (Policy # C509C). EPL will review

potential facility naming with the City of Edmonton's Naming Committee prior to approval. While EPL may name a branch to recognize exceptional support, contribution and advocacy for the Edmonton Public Library and/or library services and values, branch naming is not available for corporate sponsorship.

g) Ensures that the EPL logo is the only logo to appear on its membership card.

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

### **Legislative and Policy Authorities**

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

### **Related Board Policies**

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