

<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>REVIEW PERIOD:</b> Every 3 years
<b>TOPIC:</b> Fund Development			

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. The Board’s first priority is to ensure the continuation and growth of support from the City of Edmonton and the Province of Alberta.

**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 and Executive Director Strategy and Innovation working on behalf of the Library Board will:

- a) Select sponsors who further the EPL’s values and strategic directions, but do not drive the Library’s priorities.
- b) Safeguard 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) Protect 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) Ensure mutual understanding of the nature of the sponsorship arrangement through a signed agreement which describes options, including termination provisions.
- e) Be sensitive to the political and social climate and select partners who will enhance EPL’s image in the community.

- f) Determine EPL facility names and, in keeping with the provisions of the City of Edmonton Naming Development Areas, Parks, Municipal Facilities, Roads and Honourary Roads Policy (Policy # C509B). 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) Ensure 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](#)
- [City of Edmonton Naming Development Areas, Roadways, Parks and Municipal Facilities Policy](#)
- [Income Tax Act](#)

### **Related Board Policies**

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