

Subject: Sponsorships
Effective: October 2004
Revised: *January 2007*

1.0 PURPOSE

This policy establishes standards for sponsorship agreements between the New Brunswick Public Service (NBPLS) or the New Brunswick Public Libraries Foundation (NBPLF) and external organizations.

2.0 APPLICATION

- 2.1** This policy applies to designated library representatives (see section 3.0) authorized to negotiate sponsorship agreements.
- 2.2** This policy applies to library boards in their capacity to facilitate the identification of sponsorship opportunities for NBPLS or NBPLF.
- 2.3** This policy does not apply to donations (see NBPLS Policy 1041 – Collection Standards).
- 2.4** This policy does not apply to advertising (see NBPLS Policy 1007 - Advertising in Libraries or Bookmobiles).

3.0 DEFINITIONS

- 3.1** **New Brunswick Public Library Service** refers to the provincial office, the regional offices, public and public-school libraries, and bookmobiles.
- 3.2** **New Brunswick Public Libraries Foundation** refers to the organization defined under the [New Brunswick Public Libraries Foundation Act](#) and the employees designated to negotiate sponsorship agreements on behalf of NBPLF.
- 3.3** **Designated Library Representative** refers to an employee of the NBPLS or NBPLF authorized to negotiate sponsorship agreements.
- 3.4** **Sponsor** refers to individuals and/or organizations that are entering into a sponsorship agreement with NBPLS and/or NBPLF.
- 3.5** **Sponsorship / sponsorship agreement** is a mutually beneficial exchange whereby the sponsor receives value (acknowledgment, public recognition or other promotional consideration) in return for funds, goods or services-in-kind provided to NBPLS and/or NBPLF.

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4.0 LEGAL AUTHORITY

[New Brunswick Public Libraries Act](#)

- 13(1) With the approval of the Minister, any municipality or association of persons, or combination of them, may establish, equip and maintain a public library as part of the provincial public library system.

[New Brunswick Public Libraries Foundation Act](#)

3 The purposes of the foundation are

- (a) to receive gifts of real and personal property, including money, to support public libraries and public library services in the Province, including support for capital projects for public library facilities, purchase of materials, equipment and supplies for public libraries and support for such library services as may be delivered through the public library system in the Province,
- (b) to invest and administer the property received,
- (c) to encourage, facilitate and carry out programs and activities that will directly or indirectly increase the financial support of or confer a benefit on public libraries in the Province,
- (d) to make grants and gifts in support of the public library system in the Province,
- (e) to promote the use and benefits of public libraries in the Province, and
- (f) to assist public library boards in raising funds for public libraries in the Province.

5.0 GOALS / PRINCIPLES

- 5.1 Under the [Canadian Library Association's Intellectual Freedom Position Statement](#), and La charte des droits du lecteur of the [Association pour l'avancement des sciences et des techniques de la documentation](#), it is the responsibility of libraries to guarantee and facilitate access to all expressions of knowledge and intellectual activity, including those that some elements of society may consider to be unconventional, unpopular or unacceptable. To this end, libraries shall acquire and make available the widest variety of materials.
- 5.2 Sponsorships enhance the ability of New Brunswick public libraries to deliver quality service to patrons.

6.0 REQUIREMENTS / STANDARDS

6.1 GENERAL

- 6.1.1 Only organizations and arrangements deemed appropriate and compatible with the policies, mission, and mandate of the NBPLS and NBPLF will be considered as potential sponsors.
- 6.1.2 Sponsorships *will not* be sought or accepted for library programs, services and events involving or targeted to children, from companies whose products cannot legally be sold or distributed to children.
- 6.1.3 While sponsorship involves a relationship between NBPLS, NBPLF and the sponsor, NBPLS and NBPLF will not officially endorse the sponsor's products and services.
- 6.1.4 All sponsors must respect the commitment by libraries to intellectual freedom. Sponsors cannot influence the selection of library materials.
- 6.1.5 Patron information shall not be disclosed for purposes other than those for which it was collected. This is consistent with the [Right to Information and Protection of Privacy Act](#).
- 6.1.6 The designated library representative is responsible for documenting information about sponsorships for statistical and reporting purposes (see Appendix A – Sample Form for Reporting Sponsorships).
- 6.1.7 The sponsor will be notified that information about the sponsorship will be documented for statistical and reporting purposes before entering into an agreement with NBPLS or NBPLF.

6.2 SOLICITATION OF SPONSORS

- 6.2.1 Solicitation of sponsors will be done in accordance with the Province's Conflict of Interest Policy - [AD-2915](#).

6.3 ACKNOWLEDGEMENT OF SPONSORS

- 6.3.1 The designated library representative will ensure that sponsors receive acknowledgement (e.g. personalized thank you letter) and to the degree that the sponsor is willing, and library resources permit, public recognition or other promotional consideration.
- 6.3.2 The parameters of public recognition or other promotional consideration will be established when the sponsorship is negotiated (see Appendix B – Guidelines for Sponsor Recognition).

- 6.3.3** The form of public recognition or other promotional consideration offered to a sponsor will be discussed with the designated library representative's immediate supervisor before finalizing a sponsorship agreement.

6.4 APPROVAL PROCESS FOR SPONSORSHIPS

- 6.4.1** In public libraries, public-school libraries and bookmobiles, sponsorships will be sought out and developed under the direction and approval of the employee in charge, after consultation with the Regional Director.
- 6.4.2** Sponsorships sought out and developed by the NBPLF will be done in consultation with the Provincial Librarian.
- 6.4.3** Any sponsorship that is regional or provincial in scope; or requires the cooperation of multiple partners, must be approved by the Provincial Librarian.

6.5 TERMINATION OF A SPONSORSHIP AGREEMENT

- 6.5.1** The designated library representative can request to have an existing sponsorship terminated if the sponsor uses NBPLS or NBPLF's name or its libraries outside the parameters of the agreement without prior consent; or if the sponsor develops a public image inappropriate to the public service mandate of NBPLS or NBPLF.
- 6.5.2** Should there be a change in ownership or name of a sponsor during the term of an agreement, the designated library representative reserves the right to cancel the sponsorship if the new owner fails to meet any of the principles or conditions outlined in the agreement or in this policy.

7.0 GUIDELINES / RECOMMENDATIONS

- 7.1** Designated library representatives may wish to use the guidelines provided in Appendix C for assessing a potential sponsor and developing a written sponsorship agreement.
- 7.2** It is recommended that sponsorships be reviewed on a regular basis to ensure maximum benefit for the parties involved. This review will be conducted by the Provincial Librarian or designate.

8.0 REGIONAL GUIDELINES AND PROCEDURES

In consultation with the Provincial Office, Regional Directors may develop additional guidelines and procedures consistent with and necessary to support this policy.

9.0 REFERENCES

Administration Manual System Policy (AD-2915) - Conflict of Interest Policy.
(<http://intranet.gnb.ca/intellinet/adminman/>).

New Brunswick Public Libraries Act. (<http://www.gnb.ca/0062/acts/acts-e.asp>).

New Brunswick Public Libraries Foundation Act. (<http://www.gnb.ca/0062/acts/acts-e.asp>).

Right to Information and Protection of Privacy Act. (<http://www.gnb.ca/0062/acts/acts-e.asp>).

Related Department of Education policy:

Department of Education Policy 315 - School/Community Partnerships and Sponsorships.
(<http://www.gnb.ca/0000/policies.asp>).

Related NBPLS policies:

Policy 1007 – Advertising in Libraries or Bookmobiles.

Policy 1014 – Library Promotion and Release of Information.

Policy 1015 – Selling and Soliciting in the Library or Bookmobile.

Policy 1041 – Collection Development.

Policy 1053 – Standards for Generating Revenue.

Policy 1060 – Confidentiality of Personal Information about Patrons.

10.0 CONTACTS FOR MORE INFORMATION

NBPLS Provincial Office, (506) 453-2354

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