

**APPENDIX C
GUIDELINES FOR ASSESSING
A POTENTIAL SPONSOR AND WRITING AN AGREEMENT**

1. The first step is attempting to understand all aspects of the potential sponsor. Before negotiating an agreement, you should have the following information:

- nature of product(s) and/or service(s) of the company/organization
- information on the company's/organization's history and ownership
- principles of the company/organization and with whom you would work
- level of the company/organization at which the sponsorship has been approved
- contact information of the sponsorship or communications representative
- rationale for the company's interest in public libraries
- the library program, service or event around which they wish to create a sponsorship
- the partner's expectations of NBPLS and/or NBPLF

2. The second step should outline the details for the written agreement:

- willingness of the sponsor to enter into a long term agreement
- financial commitments for the duration of the agreement
- details of the specific promotion on which the sponsorship would be based
- all responsibilities and commitments required of NBPLS and/or NBPLF to meet the sponsorship agreement
- approval for the sponsorship agreement has been obtained from someone with signing authority from the company/organization

3. A written agreement or confirmation setting out the terms of sponsorship should include:

- goals and objectives of the sponsorship
- roles and responsibilities of the sponsors and all partners
- a detailed delivery model including activities and timelines, if appropriate
- an understanding of indemnification of the partners for any claims arising out of the sponsorship
- means of sharing the outcomes or results of the sponsorship
- conditions for the termination of a sponsorship