

1. Objective

We welcome institutions, businesses, non-profit organizations, and community groups to become sponsors or partners to help us:

- increase library visibility in the community;
- enhance library services and programs;
- determine and respond to community needs.

We do not consider that such support replaces adequate public funding of the Library.

2. Definitions

a) Sponsorship

A sponsorship is a mutually beneficial exchange in which a sponsor contributes funds, products, or services of a defined value to the Library and, in return, receives recognition, acknowledgement, or other promotional considerations commensurate with the contribution. It differs from a philanthropic donation, which is a contribution made with no expectation of benefit to the donor.

b) Collaborative Partnership

A collaborative partnership is a mutually beneficial working relationship that involves providing library programs or services, without defining a monetary value for each partner's contribution.

c) Friends of the Library

Friends of the Rideau Lakes Public Library (Friends) is an independent organization that the Board recognizes, whose sole objective is to help us achieve our strategic goals. Friends provides a focal point for citizen volunteer activity. It advocates for public library service and raises funds for select library programs, services, and capital needs.

Please refer to the Memorandum of Understanding with the Friends (Co-operation Annex 1) for full details of our partnership with the Friends.

3. Governing Principles

Community Partnerships

- a) We require a Letter of Agreement for sponsorships and partnerships of substantial value.
- b) Final approval of sponsorships are as follows:
 - The CEO may approve sponsorships which are valued at \$5,000 or less. The details of all such agreements will be shared with the Library Board at the next regular meeting.
 - Library Board approval is required for all sponsorships with a value greater than \$5,000 and in any cases (regardless of value) that include naming of branches, rooms, programs or collections.
- c) If we have a Letter of Agreement with you as a sponsor or community partner, we may establish a joint committee to manage the relationship.
- d) Our acceptance of a sponsorship or collaborative partnership with you does not imply endorsement of your organization, or its products or services.
- e) As a sponsor, you are responsible for determining deductibility and gift valuation for tax purposes.
- f) We have a right to refuse any gift, sponsorship, or advertisement that we consider inappropriate for the Library or not in keeping with our mission, vision, policies, and plans.
- g) No party will attempt to exercise undue influence over the operations or direction of the other party.
- h) The mechanism to manage the relationship should not be overly burdensome for either party.
- i) No party will knowingly make any representation on behalf of any other party without prior consultation.

4. Responsibilities

- a) Our CEO has authority to approve all sponsorship and partnership requests, except for those that require Letters of Agreement, which necessitate Board approval.
 - b) Our CEO or delegate will keep sponsors, partners, and Friends informed in a timely manner of relevant changes in the Library's operations.
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