



Carleton Place Public Library

Policy Type:	Operational	Policy Number:	OP-02
Policy Title:	Partnerships and Sponsorships*	Initial Policy Approval Date:	August 2026
	<i>*Repeals OP-21, Community Partnerships</i>	Year of Next Review:	2030

1. PURPOSE

The Carleton Place Public Library (the “Library”, or “CPPL”) welcomes a broad base of support from various sources within the community to fulfill its mission. This Policy sets out the requirements for business and community partnerships and sponsorships with the Library. In addition to the conditions and principles as set out in this Policy, partnerships of a more complex and/or long-lasting nature will require a formal written agreement between the parties that defines the detailed terms of the relationship including the obligations of each and the benefits accruing to the Library. CPPL actively solicits and encourages the business community, service clubs and other organizations to provide resources that enhance library collections, events, and programs, and increase the level of service provided to the residents of Carleton Place.

2. POSITION STATEMENT

The Library recognizes that public funding is the principal and most important source of funding for library service in the Town of Carleton Place. It endorses the Canadian Library Association’s [Position Statement on Corporate Sponsorship Agreement in Libraries](#) (see [Appendix A](#)) which supports the importance of public funding for the public good, while allowing libraries to pursue supplementary funding.

Publicly funded libraries can and do explore other sources of funding, such as grants, gifts, donations, partnerships and sponsorships, to ensure that they provide the best possible services to their communities. Corporate partnerships and sponsorships are a source of additional support that allows public libraries to enhance the level, extend the range, or improve the quality of service provided.

Given the importance of ongoing public funding of libraries, corporate partnerships / sponsorships should be viewed as means of supplementing or adding value to existing library services rather than



as a way of reducing public funding levels, which ensure sustained support for the provision of universal and fully accessible public library services in the community over the long term.

3. DEFINITIONS

Partnership – A mutually beneficial collaboration between the Library and an external organization, individual, business, or community group. Partner contributions provide and/or promote activities, services, events and programs to the public in ways that are mutually beneficial, without the exchange of cash.

Sponsorship – A mutually beneficial exchange whereby the sponsor receives value in return for cash and/or products or services in kind provided to the Library. Sponsorships do not automatically imply exclusive endorsement of products by the Library. Tax receipts are not issued to sponsors. Does not include gifts, donations, grants or funds received from the local / provincial / federal governments, or naming opportunities.

4. CONDITIONS OF PARTNERSHIP / SPONSORSHIP ACCEPTANCE

The Library will enter into partnerships or sponsorships based on its assessment of its own best interests, considering each case individually. In developing partnerships / sponsorships, CPPL will:

- Select partners / sponsors who further the Library's values and strategic directions but do not drive the Library's priorities;
- Ensure that they align with Library values without any risk of negatively impacting the Library's reputation or image;
- Safeguard equity of access to Library services and not allow partnership / sponsorship agreements to give unfair advantage to, or cause discrimination against, any sector of the community;
- Not endorse a partner or sponsor's products or services, either directly or by implication;
- Accept support for collections, programs and services only when the Library determines that the content conforms with applicable policies and/or practices, including the Library's Collection Development Policy;
- Only consider partnership or sponsorship opportunities with companies whose products are legal for children;
- Consider partnerships that reduce overlap in efforts between agencies serving the same area.
- Not allow direct marketing of products to children, except where relevant educational materials are promoted in conjunction with programs;
- Ensure that partnerships / sponsorships are not conditional on Library performance outcomes;



- In cases where a partnership / sponsorship agreement limits the Library's ability to enter into other agreements, ensure that the parameters of such an agreement shall clearly define the nature and extent of the exclusivity and the timeframe involved;
- Ensure and maintain the confidentiality of all personal information within CPPL's control;
- Decline any arrangements failing to conform with the Town of Carleton Place or Library policies regarding conflicts of interest;
- Require prior approval by the Library CEO or designate of any public use of the name and/or logo of the Library, special collections and services, and programs;
- Protect the Library's intangible intellectual assets, including its name and likeness. Corporate partners / sponsors will not be permitted to use the Library's name for commercial purposes or to promote any of their products.

5. APPROPRIATE BENEFITS FOR THE PARTNER / SPONSOR

The partner / sponsor will receive recognition that is commensurate with the value of its contribution. Within the general conditions of this Policy, a wide range of partner or sponsor benefits may be negotiated, including, but not limited to, public recognition, advertising and/or the placement of the entity's name and/or logo on Library property, printed materials and/or the Library website.

Library Board approval may be required for the sponsorship of services, programs and collections. While partnerships exclude the exchange of cash between the participating parties (per the definition provided in section 3), "in kind" contributions are permissible as an alternative in certain situations. The Library retains sole and absolute discretion in the determination of all details of such exchanges, including their nature, appropriateness, descriptions, timing and all other terms.

6. PARTNERSHIP / SPONSORSHIP AGREEMENTS

The CEO or designate will determine the need for a written Partnership / Sponsorship Agreement, with consideration given to the complexity, duration, overhead, and level of risk involved in the arrangement. Written Partnership / Sponsorship Agreements will outline the purpose, benefits, roles and responsibilities, fees, duration and other agreed terms of the arrangement.

7. APPROVAL OF SPONSORSHIPS

Final approval of a Sponsorship Agreement is as follows:

The CEO may approve sponsorships which are:

- a) Valued at \$10,000 or less per year; and,
- b) Have a total, multi-year value of \$50,000 or less



Library Board approval will be required for all sponsorships which do not meet all of the above criteria.

8. APPROVAL OF PARTNERSHIPS

The Library negotiates partnerships with, and accepts support from, the community in ways that will benefit and recognize the supporting parties, while enabling the library to better achieve its mission without compromising its principles.

All representatives of Library partners that will be providing services directly to library visitors must provide a satisfactory Vulnerable Sector Check to the Library CEO or designate prior to any public engagement. Depending on the nature of the partnership, Library partners may be asked to provide further documentation, including, but not limited to: proof of insurance, successful completion of the Access for Ontarians with Disabilities Act Customer Service Training Module, First Aid/CPR C certificate, etc.

The Library CEO is responsible for ensuring the Library Board is informed of and supports major partnership activities and initiatives. Library staff will work to seek out and advance potential partnership consistent with this policy, however; when long term or major commitments involving staff time, library space or financial obligations are involved, Library Board approval will be required before finalizing agreements.

9. PARTNERSHIP / SPONSORSHIP TERMINATION

During the period of partnership / sponsorship, the CEO or designate reserves the right to terminate an existing arrangement should conditions arise resulting in conflicts with any portion of this Policy or where the Library's best interests are no longer being supported. The Library shall exercise such right at its sole discretion.

Reasons for termination of an existing partnership / sponsorship can include (but are not limited) to the following:

- The partner / sponsor organization uses the Library's name and/or branding outside the parameters of the agreed upon association and without prior consent;
- The organization develops a public image that is inappropriate to or incompatible with the Library's services and/or objectives;
- The failure of the partner / sponsor to deliver the agreed-upon resources and services;
- Lack of Library or partner / sponsor capacity, including staff time, space, or resources;
- Lack of strategic alignment with the partner / sponsor organization and the Library's strategic objectives.



10. PARTNERSHIPS WITH FAITH-BASED ORGANIZATIONS

Faith-based organizations (FBOs) are eligible to participate in partnerships with CPPL to the same degree as any other group, provided that programs are available to all community members. Certain restrictions will apply to reinforce the secular nature of Carleton Place Public Library's services and principles of inclusiveness in service delivery:

- FBOs may not use any aspect of the partnership relationship to support inherently religious activities such as prayer, worship, religious instruction, or proselytization.
- Any inherently religious activities that the FBOs may offer must be offered separately in time or location from Library services.

The Carleton Place Public Library Board gratefully acknowledges the work of the Markham Public Library, upon whose "Partnerships and Sponsorships Policy" this document is largely based.



Appendix A

Canadian Library Association Position Statement on Corporate Sponsorship Agreement in Libraries

June 21, 1997

Libraries enrich lives, provide information needed for work and daily living, and foster informed communities which are essential to a democratic society. In recognition of this important function, communities support libraries through public funding. The library's first priority is to ensure the continuation and growth of this primary relationship -- public funding for the public good.

CLA encourages and supports advocacy to maintain and develop public funding as the principal source of support for public, school, academic and government libraries.

Publicly funded libraries can and do explore other sources of funding, such as grants, gifts, donations, partnerships and sponsorships, to ensure that they provide the best possible services to their communities. Corporate sponsorships are one source of additional support that allows libraries to enhance the level, extend the range, or improve the quality of library service.

To ensure that partnerships enhance the library's image and add value to library services, libraries need to develop policies and sponsorship agreements that outline the conditions and the benefits of the sponsorship arrangement.

CLA believes that the following principles are important in developing sponsorship policies and agreements. Libraries have a responsibility to:

1. demonstrate that sponsors further the library's mission, goals, objectives and priorities, but do not drive the library's agenda or priorities.
2. 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.
3. protect the principle of intellectual freedom and not permit sponsors to influence the selection of collections, or staff advice and recommendations about library materials, nor require endorsement of products or services.
4. ensure the confidentiality of user records by not selling or providing access to library records.
5. be sensitive to the local political and social climate and select partners who will enhance the library's image in the community