



AURORA PUBLIC LIBRARY BOARD

CORPORATE SPONSORSHIP POLICY

INTRODUCTION

Aurora Public Library may accept sponsorships that support and enhance library programs, services, collections, and spaces, provided that such arrangements are consistent with the Library's public mandate, mission, values, and policies.

1. PURPOSE

The purpose of this policy is to establish the principles and requirements governing sponsorship arrangements involving Aurora Public Library and to ensure that sponsorships provide supplementary support without compromising the Library's independence, integrity, or public service mandate.

2. SCOPE

This policy applies to all arrangements in which an external organisation provides financial, product, service, or in-kind support to the Library in return for recognition, acknowledgement, promotional consideration, or other agreed benefits.

This policy does not apply to philanthropic gifts or donations, grants or funding obtained from other levels of government, advertising, arrangements in which the Library sponsors or contributes to external projects of other organisations, or sponsorships that solely support a separate library fundraising body, if applicable. Advertising is governed separately by the Library's applicable policies, procedures, or agreements.

Where an arrangement includes both sponsorship and donation elements, the dominant purpose of the arrangement will determine which policy applies.

• DEFINITIONS

Sponsorship means a mutually beneficial arrangement between the Library and an external organisation under which the sponsor provides funds, products, services, or in-kind support in return for agreed recognition, acknowledgement, promotional consideration, or other benefits.

Philanthropic gift or donation means a contribution of cash, goods, or services to the Library for which no significant reciprocal commercial benefit is expected or provided. Recognition may be given, but it remains nominal in relation to the value of the gift.

Advertising means the sale or use of space or channels for promotional messaging at predetermined rates or terms, without a broader reciprocal relationship or partnership with the

Library.

3. POLICY PRINCIPLES

Public funding remains the principal source of financial support for the Library. Sponsorships are supplementary and must not replace or undermine the Library's public funding base.

- Sponsorships must support and not compromise the Library's public service objectives, mission, values, strategic priorities, and policies.
- Sponsorships must protect the principles of intellectual freedom, freedom of expression, equitable access, and the confidentiality of user records.
- Sponsors must not influence the selection of collections, programs, services, speakers, strategic priorities, policy positions, operational decisions, or evaluation outcomes.
- Sponsorship does not imply endorsement by the Library of a sponsor's products, services, or views.
- Sponsorships must be consistent with the Library's commitment to equity, diversity, inclusion, accessibility, and a welcoming public environment.

4. SPONSOR ELIGIBILITY AND EXCLUSIONS

The Library may consider only those sponsorships and sponsors that are compatible with the Library's mission, values, policies, public profile, and best interests.

- The Library will not accept sponsorships from entities engaged in illegal, exploitative, discriminatory, or harmful practices, or from entities whose conduct is otherwise reasonably determined by the Library to be inconsistent with the community's well-being or the Library's public mandate.
- The Library will not accept sponsorships that require or imply endorsement of products, services, or viewpoints.
- The Library will not accept sponsorships that create a real, potential, or perceived conflict of interest contrary to applicable Board by-laws, policies, or conflict of interest requirements.
- The Library may decline any sponsorship where the sponsor's activities, reputation, or business practices could reasonably create legal, financial, operational, or reputational risk for the Library.
- The right to refuse sponsorship extends to third-party fundraising or sponsorship arrangements intended to benefit the Library.

5. APPROVAL AUTHORITY AND ACCOUNTABILITY

The Chief Executive Officer is responsible for administering this policy and for ensuring that sponsorship opportunities, proposals, discussions, solicitations, negotiations, and agreements are managed in a consistent and accountable manner. All sponsorship activity must be coordinated through the Chief Executive Officer or designate to avoid duplication, inconsistent commitments, or unmanaged approaches from outside parties.

Final approval authority is as follows:

- The Chief Executive Officer may approve sponsorships with a value of \$5,000 or less and will report approved sponsorships to the Board.

- The Board will approve sponsorships with a value greater than \$5,000.

The Board may refuse any sponsorship that does not comply with this policy or is otherwise determined not to be in the best interests of the Library.

6. APPROVAL AUTHORITY AND ACCOUNTABILITY

All sponsorships must be documented in a written agreement signed by authorised representatives of the parties.

Each agreement must set out, as applicable, the sponsorship purpose, the contributions of each party, the form of recognition or benefits to be provided, the term of the agreement, renewal provisions, termination rights, and any other terms necessary to protect the interests of the Library.

Sponsorship agreements must be for a defined term. Sponsorships must not create unfunded or disproportionate operational, staffing, maintenance, technology, storage, or capital obligations unless expressly approved as part of the arrangement.

All sponsorship proposals must be assessed for legal, financial, operational, accessibility, equity, and reputational considerations before approval.

7. RECOGNITION AND USE OF LIBRARY NAME AND BRAND

Recognition opportunities may include sponsor signage limited to the event time, acknowledgements, social media call outs, joint promotional materials with both logos, or other benefits expressly approved by the Library and set out in the sponsorship agreement. Sponsor tables, product displays, and other in-person promotional installations are not permitted as part of sponsorship recognition.

Recognition must be appropriate to the level and nature of the sponsorship and must not compromise the Library's non-commercial public environment.

- Sponsor branding must not overshadow, have greater prominence than, or alter the Library's name or logo.
- Sponsors may acknowledge their support of the Library, but may not use the Library's name, logo, or likeness for commercial purposes or in connection with the promotion of any product, service, or viewpoint except as expressly authorised in writing by the Library.
- The Library will not permit direct marketing to children or direct solicitation of customers through sponsorship arrangements, including on Library premises, at Library events, or through Library channels.
- Any naming-related recognition must be separately approved by the Board.

8. PRIVACY, INTELLECTUAL FREEDOM AND EQUITY PROTECTIONS

Sponsorships must not compromise the Library's commitment to intellectual freedom, equitable access, accessibility, privacy, or inclusion.

- Sponsorships must not limit participation in Library services, programs, or spaces on the basis of cost, eligibility restrictions, or other barriers inconsistent with the Library's public mandate.
- The Library will not sell, share, or disclose customer personal information to sponsors. Any collection, use, or disclosure of personal information in connection with a sponsorship must

comply with the Municipal Freedom of Information and Protection of Privacy Act, any other applicable privacy legislation, and Library policy.

- Sponsors must not impose conditions that undermine accessibility, representation of diverse communities, or inclusive programming.

9. TERMINATION OR REVOCATION

The Library may terminate or revoke a sponsorship, in accordance with the agreement, if circumstances arise that make the sponsorship inconsistent with this policy, the Library's best interests, or the Library's legal or reputational obligations.

Relevant Legislation

- Public Libraries Act
- Municipal Freedom of Information and Protection of Privacy Act (MFIPPA)

Related Policies

- Accessibility Policy
- Collection Development Policy
- Intellectual Rights of the Individual Policy
- Privacy Policy
- Procurement Policy
- Community Information Display Policy

Approval Date: June 17, 2026	Motion #:26.06.44
Date of Last Review: March 9, 2016	