

FP-13	SPONSORSHIP & NAMING		
APPROVED	19 January 2022	EFFECTIVE	2006
AMENDED	2011, 2016, 2021	NEXT REVIEW	2026

### 1. PURPOSE

To define the terms and conditions under which the Library will enter into a sponsorship agreement for a program or service, and under which the facility, or a part thereof, may be named after an individual.

### 2. SCOPE

This policy applies to Library Board trustees, the Chief Librarian, potential sponsors and those interested in naming opportunities.

### 3. DEFINITIONS

Nil.

### 4. SPONSORSHIP

- a. The Library welcomes and encourages the support of the business community and other organizations in helping deliver library service to the public.
- b. A sponsorship is a mutually beneficial business arrangement between the Library and an outside organization, in which the external party contributes funds, goods or services to the Library in return for recognition, acknowledgement or other considerations.
- c. The Library Board will evaluate potential sponsorships on an individual basis based on:
  - i. compatibility with the Library's vision, mission, values, policies and priorities;
  - ii. the significance of the proposed financial contribution in relation to the project;
  - iii. the urgency of the need for the project, or of funding for the project;
  - iv. the reputation and integrity of the individual or organization making the contribution;
  - v. the history of the individual's or organization's support of libraries and literacy;
  - vi. the potential impact on the Library's reputation.
- d. The Library acknowledges sponsorship as per the Recognition section of the Donations policy and on promotional material related to the sponsored project. The Library Board must approve any additional forms of acknowledgement.
- e. A sponsor's name or logo shall not have prominence over the Library's name or logo in any promotional material.
- f. An agreement with the sponsor does not imply an endorsement by the Library and/or its trustees and employees.
- g. The Library retains the right to withdraw from any agreement at any time. A previous or existing agreement does not indicate an ongoing relationship with the Library, nor does it imply that an agreement will be renewed.
- h. The acceptance of any sponsorship remains the decision of the Library Board. A record of the rationale for entering into a sponsorship agreement shall be retained by the Library.
- i. Tax receipts are not issued for funds, products or in-kind services made to the Library as part of the sponsorship agreement.

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**5. NAMING**

- a. Naming a Library facility, or a section within it, for a person or entity is unusual, but may be considered at the discretion of the Library Board to recognize the rare, unique and substantial contributions of an individual or organization to the Library or the community.
- b. To respect the City and RDEK’s leadership roles in funding the Library, the Library Board will consult with City Council and the RDEK before approving any naming rights agreement for the Library facility.
- c. The Library Board may consider naming opportunities within the Library, such as the designation of rooms, discrete areas, special furniture or equipment. The Library Board will determine appropriate contributions for such naming opportunities.
- d. The Library Board retains the right to change the name of the facility or section within it.
- e. The Library Board has the sole authority to name a facility or section within it. A record of the rationale for the naming shall be retained by the Library.

**RELATED POLICIES**

Nil.