



To: Toronto Public Library Board – July 15, 2002

From: City Librarian

Subject: **Sponsorship Policy**

Purpose:

To recommend to the Toronto Public Library Board a sponsorship policy which sets out guidelines for establishing sponsorships between the Library and businesses, or other organizations, interested in sponsoring Library programs, events, activities and services.

Funding Implications and Impact Statement:

There are no financial implications arising from the recommendations of this report. Sponsorships provide additional resources, including revenue and/or in-kind contributions, which enhance Library events, programs, activities and services.

Recommendations:

It is recommended that the Toronto Public Library Board:

- (1) Approve the Sponsorship Policy;
- (2) Repeal the former Toronto Public Library Sponsorship Policy; and
- (3) Request the Toronto Public Library Foundation to develop strategies to actively solicit and negotiate sponsorships in accordance with the Sponsorship Policy.

Background:

The Toronto Public Library requires a current Sponsorship Policy (Attachment 1) to provide guidelines for the solicitation, negotiation and approval of Library sponsorships. If managed effectively, sponsorships can be an effective and reliable form of support that can be used to enhance Library programs, events, activities, and services.

The Toronto Public Library Board has one existing Sponsorship Policy that was approved by the former Toronto Public Library Board on October 25, 1995 (Attachment 2). This policy will be replaced by the new Sponsorship Policy.

Comments:

The Sponsorship Policy is intended to support and facilitate the process of securing new sponsors for Library programs and services by establishing a framework or guidelines within which sponsorships can be solicited, negotiated, and finalized.

The development of this policy was based on a review of the City of Toronto's Interim Corporate Sponsorship Policy (Attachment 3), as well as on a review of the practices and policies of other libraries and not-for-profit organizations.

The Toronto Public Library has a number of existing sponsorships including the TD Summer Reading Club, the Toronto Star Newspaper Centre, and the Laurentian Bookmark Design Contest that have been guided to date by the extant policy. Attachment 4 provides an outline of existing sponsorships.

In 2001, the Toronto Public Library Foundation generated \$720,000 in sponsorship revenues for the Library. Of this amount, \$470,000 was cash contributions and \$250,000 was in-kind contributions including \$73,000 worth of free newspaper subscriptions and \$176,000 worth of advertising from the Toronto Star.

The policy provides application and scope, definitions, criteria for sponsorship, and guidelines for the solicitation and approval of sponsorships.

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City Librarian

List of Attachments:

Attachment 1: Toronto Public Library Sponsorship Policy
Attachments 2, 3 & 4 are unavailable electronically. If you require copies, please contact Nancy Marshall at nmarshall@tpl.toronto.on.ca or 416-393-7215.