

Proposed Renewal of Sponsorship and Naming of the Summer Reading Club

Date:	December 8, 2008
To:	Naming Committee
From:	City Librarian

SUMMARY

The purpose of this report is to request approval for the renewal of sponsorship and naming of the summer reading club by the TD Bank Financial Group. According to criteria in the Library's *Sponsorship* and *Naming* policies, the naming of programs requires the approval of the Library Board. The program is delivered in Toronto and nationally, and has a reputation for excellent quality and high participation rates. TD Bank Financial Group is the current named sponsor. The summer reading club was approved by the Board as a fundraising priority for the Library at its June 2008 meeting.

The proposed sponsorship and naming of the summer reading club meets criteria for approval set out in the Library's *Sponsorship* and *Naming* policies.

The *Sponsorship Policy* sets out criteria for the approval of sponsorships to allow the Library "to enhance the level, extend the range and improve the quality of the program". The *Naming Policy* specifies that programs can be named if "the gift constitutes a significant proportion of the cost of the program and is commensurate with the market *value of the opportunity* as identified by the Toronto Public Library Foundation (Foundation)". Through the three-year term, 2009 - 2011 of the proposed sponsorship, the Library will receive \$1.4 million to maintain existing elements of the program and to offset the cost of enhancements determined by the Library as outlined in this report and detailed in Attachment 1. The TD Bank Financial Group will receive logo and name recognition in print and web materials associated with the program. As specified in the policy, there will be a written agreement specifying the terms and conditions of the sponsorship.

The Foundation is recommending the sponsorship based on its benefits for the Library, its monetary value, the reputation of TD Bank Financial Group for corporate and social responsibility and the Foundation's twelve-year successful partnership with the bank pre-dating amalgamation.

RECOMMENDATIONS

The City Librarian recommends that the Naming Committee:

1. recommends to the Toronto Public Library Board the approval to renew the TD Bank Financial Group sponsorship of the summer reading club for 2009 - 2011.
2. recommends to the Toronto Public Library Board the approval to renew the naming of the Library's summer reading club as the *TD Summer Reading Club*.

Implementation Points

Implementation of the agreement is conditional upon the signing and fulfillment of the terms and conditions agreement in consultation with the City of Toronto Legal Counsel.

FINANCIAL IMPACT

The sponsorship will provide \$1.4 million for the three-year term of the sponsorship from 2009 - 2011.

The Director, Finance and Treasurer has reviewed this Financial Impact Statement and is in agreement with it.

DECISION HISTORY

- At its October 20, 2003 meeting, the Board approved the *sponsorship agreement with the Toronto-Dominion Bank and the naming of the Toronto Public Library's summer reading program as the "TD Summer Reading Club"*.
- At its January 16, 2006 meeting, the Board approved the *renewed TD Summer Reading Club sponsorship with the TD Bank Financial Group*.
- In February 2008, the Board approved the *existing priorities outlined in the list of 2008 and 2009 fundraising priorities* which included \$370,000 annual funding requirements for the TD Summer Reading Club.

ISSUE BACKGROUND

The sponsorship of the summer reading club provides enhancements to the program beyond the resources of the Toronto Public Library, including higher quality program materials and art work, broader program promotion, national positioning of Toronto Public Library as a leader in children's reading programs and higher program participation. Each year, over 50,000 children participate in the summer reading club in Toronto and over 430,000 participate nationally.

COMMENTS

The TD Bank sponsorship supports a high quality TPL-created summer reading club program enjoyed by tens of thousands of Toronto children annually, delivered nationally in large and small communities throughout Canada in partnership with Library and Archives Canada. In addition to the funds for TPL, the TD Bank provides funds to Library and Archives Canada for national distribution and French translation of the summer reading club materials

The summer reading club enables the Library to fulfill goals outlined in its new 2008 - 2011 Strategic Plan *Our Shared Stories: Writing the Future of Toronto's Library*. The summer reading club supports the themes of engaging diverse communities and addressing the growing income gap by promoting participation in library programs through outreach and translation of program support materials, promoting preschool literacy and addressing the needs of low income families by providing a high quality program in the summer. School boards in Toronto actively participate in the promotion of the program.

The sponsorship meets criteria set out in the Library's *Sponsorship and Naming* policies as outlined below.

Merits of the Sponsorship for the Library

The proposed sponsorship maintains the existing program and offers significant enhancements proposed by the Library. The Library could not begin to offer a program of such high quality without these funds. Through the sponsorship, the Library will receive \$1.4 million. Existing program elements include promotional materials in French and English, professional art work, posters, stickers and other materials for distribution, a website and the creation of program support materials for use by Library staff. Enhancements in the proposed agreement include the extension of the search for an artist nation-wide, translation and production of materials into Chinese, enhanced community outreach and a pre-school component.

In addition, TPL's lead in developing such a high quality children's reading program in collaboration with public libraries across Canada fosters service development and strengthens TPL by offering staff greater scope and opportunity for growth and learning.

Appropriateness of the Sponsor

The TD Bank Financial Group meets criteria for the appropriateness of the sponsor outlined in the *Sponsorship Policy*.

The sponsorship involves a children's program and requires special consideration. TD Bank Financial Group products are not primarily targeted at children, but can be legally sold to them. The terms of sponsorship do not include endorsement or promotion of TD Bank Financial Group's products or services.

The Library has directly and indirectly benefited from TD Bank Financial Group's investment in literacy and education including TD Canadian Children's Book Week, Shakespeare in Action, JUMPMath, an innovative numeracy learning experience, Welcome to Kindergarten, an initiative of the Learning Partnership. The TD Bank Financial Group has fulfilled all terms and conditions of previous sponsorship agreements for the program. TD Bank's *Literacy Matters* research provides valuable information helpful in addressing the challenges of literacy in Toronto.

Appropriateness of the Recognition

The level of recognition proposed in the sponsorship agreement meets the requirements of the *Sponsorship* and *Naming* policies. The benefits being recommended by the Foundation are "commensurate with the value of [TD Bank Financial Group's] contribution to the program." These benefits are detailed in Attachment 1 in a summary of the terms of the agreement, and include logo and name placement on promotional materials, *What's On* and *Shelf Life* magazines distributed in Toronto, the Library and summer reading club websites, advertising and media recognition, recognition on the Central Donor Wall at the Toronto Reference Library and in the Library's annual report.

CONTACT

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SIGNATURE

Jane Pyper
City Librarian

ATTACHMENTS

Attachment 1: Memo to Jane Pyper dated November 12, 2008 re Naming Sponsorship Renewal – TD Summer Reading Club