

MEMO

To: Jane Pyper, City Librarian
From: Heather Rumball, President, Toronto Public Library Foundation
Date: November 12, 2008
Re: **Naming Sponsorship Renewal - TD Summer Reading Club**

Summary:

This report recommends that the Toronto Public Library approve the naming of the TD Summer Reading Club, a program of the Toronto Public Library. This agreement would serve to recognize TD Bank's renewed gift of \$1.4 million in support of Summer Reading Club for a term of three years (2009 to 2011).

The fee being proposed by the agreement with TD Bank Financial Group is based on a 16% increase over the 2006-2008 agreement and reflects the growth of the program. In addition to the direct cash payment, Toronto Public Library will receive other benefits as a result of this partnership with TD Bank Financial Group through the promotional support of the program TD Bank will additionally provide.

Recommendation(s):

It is recommended that Toronto Public Library:

1. Approve the renewed sponsorship agreement with TD Bank Financial Group, as outlined in confidential Attachment 1; and
2. Approve the naming of the Summer Reading Club as the "TD Summer Reading Club"

Financial Implications:

TD Bank Financial Group's renewal of \$1.4 million will go towards support of the Summer Reading Club for a three year term, from 2009 to 2011.

This is the largest cash sponsorship in the history of the library and the Foundation. The sponsorship fee reflects a 16% increase in funding from the previous agreement and reflects the growth in the program as well as the following program enhancements:

- Nation-wide artist search
- Addition of a Chinese language component for B.C. and Toronto
- Community Outreach component
- Pre-School component

The Summer Reading Club has been identified and approved as a funding priority of the Toronto Public Library. The library will directly benefit from the cash support of TD Bank Financial Group as well as the additional promotional support for the program provided by TD Bank in its own bank branches.

Decision History:

The TD Summer Reading Club is one of the cornerstones of children's services at the Toronto Public Library. In 1996 the former Toronto Public Library (South) sought financial support for its program in order to reach as many children as possible. It was TD Bank Financial Group who stepped up to the plate. In 1998, the TD Summer Reading Club became the first amalgamated program of six of the seven pre-amalgamation predecessor library systems since all recognized the value of the enhanced program.

In 2001, with TD's support, the program expanded from a Toronto-based program to one offered across the province, and Toronto Public Library was able to offer a French-language component, thanks to translations provided through partnerships with Ottawa Public Library and translation services in Montreal. In 2004 it expanded again to become a national bilingual program in partnership with Library and Archives Canada.

When the partnership first began, 6,000 children were reached a year. Now, ten years later, over 50,000 children each year in Toronto alone are discovering the wonders of summer reading and learning through the TD Summer Reading Club. Nationally, the Toronto Public Library's TD Summer Reading Club reaches over 430,000 children each year through libraries from coast-to-coast.

Naming of the TD Summer Reading was initially presented and approved by the Toronto Public Library board on October 20, 2003. Subsequent renewal of the program was presented and approved by the Toronto Public Library board on January 16, 2006.

Issue Background:

The TD Bank sponsorship of the Summer Reading Club is a specific example of how sponsorships enhance an important library program. The sponsorship provides dedicated staff resources, translation, high quality art work, poster and stickers, a dedicated web site, printing, program and professional resources. The sponsorship also provides additional promotional and outreach beyond the library's walls. The high quality appeal of the enhanced program engages children and encourages reading, thereby supporting the library's service objectives and enabling a significant contribution to public library service for the children in Toronto. In short, TD Bank's sponsorship allows the library to achieve the following objectives:

- Higher quality program materials
- Broader program promotion
- Higher program participation
- National positioning of TPL as a leader in children's reading programs

Comments:

TD Bank Financial Group has been a good, long-standing partner for the Library and for 12 years has been title sponsor of the TD Summer Reading Club. 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.

TD has developed a good reputation in the community at large as well in the library and literature community through its support of various organizations and programs such as:

- TD Summer Reading Club
- Kindergarten Outreach
- Welcome to Kindergarten, an initiative of The Learning Partnership
- Literacy Through Hip Hop
- Shakespeare in Action
- TD Canadian Children's Book Week
- TD Canadian Children's Literature Award
- JUMPMath (innovative numeracy learning experience)
- TD Canada Trust Scholarships For Community Leadership

TD is dedicated to helping children learn and thrive, as demonstrated by their significant investment in literacy and education. TD finds ways to contribute at many different levels, from sponsoring reading clubs to funding student scholarships.

The Foundation engaged a third party to complete a corporate social responsibility review of the TD Bank Financial Group. The result of the review supports the proposed sponsorship.

In return for their sponsorship of the TD Summer Reading Club, TD Bank will receive the following benefits throughout the term of the agreement (2009 – 2011):

Title Sponsorship:

- The program will be referred to as the “TD Summer Reading Club” in all references to the program.
- Sponsor logo recognition on all TD Summer Reading Club promotional materials in all participating TPL branches including but not limited to posters, log books, staff training manuals, bookmarks, due date slips and in-branch displays.
- Category exclusivity in association with TD Summer Reading Club

Advertising and media recognition:

- A minimum expenditure of \$5,000 on program promotion including advertising on the Toronto transit, community newspapers and other identified appropriate media.
- A minimum of one promotional ad in the Toronto Star will give logo and title sponsorship recognition to TD Bank Financial Group.
- The TDSRC web site will be utilized to promote the program and will offer TD Bank Financial Group logo recognition as the sponsor on the home page and other pages developed for the TD Summer Reading Club during the summer months.
- A link to the TDSRC website will be prominently featured on TPL website homepage for a minimum of one week in the month of June.
- A minimum of one press release will be issued and will feature TD Bank Financial Group’s support.

Partner profile in What’s On and Shelf Life publications:

- A feature article will appear in the library’s publication What’s On (circ 80,000) profiling the initiative and the TD Bank Financial Group’s support, one per year.
- Follow up acknowledgement of the program and sponsor in What’s On, one per year

- A feature article in Shelf Life (circ 1,500) distributed to Library stakeholders, supporters and City Councilors, one per year.

Donor Recognition:

- Annual and cumulative recognition on Central Donor Wall at the Toronto Reference Library.
- Corporate name recognition on Community giving posters in all 99 Toronto Public Library branches.
- Corporate name recognition on www.tplfoundation.ca
- The Annual Report for the Toronto Public Library will include an editorial as well as name listing for every year of the sponsorship.

Renewal and Right of First Refusal:

- During the term and for one year subsequent to the end of the term, TD Bank Financial Group shall have first right of refusal to sponsor the TD Summer Reading Club or to sponsor any other children's reading program.

SIGNATURE

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