



## STAFF REPORT ACTION REQUIRED

12.

### Renewal of Sponsorship for the Sun Life Financial Museum + Arts Pass Program

|              |                              |
|--------------|------------------------------|
| <b>Date:</b> | April 20, 2015               |
| <b>To:</b>   | Toronto Public Library Board |
| <b>From:</b> | City Librarian               |

#### **SUMMARY**

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This report recommends the Toronto Public Library Board approve the renewal of the naming of the Sun Life Financial Museum + Arts Pass program (MAP) in recognition of Sun Life Financial's anticipated renewal of its financial commitment to sponsor the program for a term of two years (2016 and 2017).

The Toronto Public Library Foundation will proceed with negotiations for existing and new program and outreach activities, and commensurate funding with Sun Life Financial once the Board has approved this report. These enhancements may include a MAP performing arts extension, targeted outreach to high-needs users and an external promotional campaign to increase awareness of the program.

#### **RECOMMENDATIONS**

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##### **The City Librarian recommends the Toronto Public Library Board:**

1. approves the renewal of the naming of the Sun Life Financial Museum + Arts Pass (MAP) program conditional upon successful negotiations with Sun Life Financial; and
2. approves the sponsorship of the MAP program for 2016 and 2017 at a level of funding consistent with Sun Life Financial's sponsorship for 2014 – 2015, with possible enhancements to the funding to support new program and outreach activities, and under the terms and conditions as described in this report.

## **FINANCIAL IMPACT**

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The Toronto Public Library Foundation's contributions to the Library's programs and services supplement the Library's approved operating and capital budgets. The Library will directly benefit from the support of Sun Life Financial.

Sun Life Financial's potential renewed sponsorship will be applied to the MAP program for a term of two years (2016 and 2017). The MAP program is an approved funding priority for the Toronto Public Library.

The Director, Finance and Treasurer has reviewed this financial impact statement and is in agreement with it.

## **DECISION HISTORY**

The sponsorship meets criteria set out in the Library's Naming and Sponsorship policies as follows. The Board's Naming Policy provides for the naming of a program where the gift constitutes a significant portion of the total cost of the program named – either funding the total cost of the project, or providing a substantial proportion of the required funding for the project. In reviewing a request for naming, consideration is given to whether the initiative could proceed without the gift; the distinction, reputation and integrity of the individual or corporation whose name will be associated with the program; and the relationship of the corporation to the Library.

The Board's Sponsorship Policy provides for mutually beneficial sponsorships based on the merits of the sponsorship, whether it meets Library priorities, considering the best interest of the public, appropriateness to children, appropriateness of the sponsor, appropriateness of the benefits to the sponsor, and consideration as to whether it may compromise Library principles and policies.

The MAP program meets the conditions and criteria as outlined in both these policies.

The naming of the Sun Life Financial Museum + Arts Pass program was initially presented and approved by the Toronto Public Library Board in June 11, 2007. An amount of \$225,000 was approved by Sun Life Financial for the 2008 – 2009 MAP program.

The sponsorship of the MAP program was approved again for 2010 – 2011 in the amount of \$400,000. In 2012 – 13, the amount was \$418,000. On April 29, 2013, the Library Board approved the renewed sponsorship and naming of the program and the funding commitment from Sun Life Financial for 2014 and 2015 in the amount of \$366,300.

## **ISSUE BACKGROUND**

The MAP program launched in July 2007 as a pilot project in 24 library branches (in the city's original "priority neighbourhoods"), in partnership with seven cultural institutions offering passes to their venues. Seven years later, and with Sun Life Financial's continued

support, a MAP pass can now be borrowed in all of Toronto Public Library's 99 branches (five partners offer passes in the original 32 "priority neighbourhood" branches only), just as users borrow a book from the collection. The pass provides full admission for a family of up to two adults and five children to a total of 18 cultural venues, including Art Gallery of Ontario, Bata Shoe Museum, Black Creek Pioneer Village, City of Toronto Historic Museums (eight venues), Gardiner Ceramics Museum, Museum of Inuit Art, Ontario Science Centre, Royal Ontario Museum, the Textile Museum of Canada, and, most recently, the Aga Khan Museum. Families can borrow up to four passes per venue, per year.

Since the program's inception, over 545,000 passes have been borrowed, and over 1 million Torontonians have visited the participating cultural institutions. Many of the people who take advantage of the program are visiting these venues for the first time, and would not otherwise be able to afford these visits, and a number have expressed appreciation directly to Sun Life Financial for the opportunities the program has afforded them to visit cultural institutions in the city.

The chart below shows the number of passes distributed on an annual basis since the program's inception:

| <b>Year</b>        | <b>Total Passes Distributed</b> |
|--------------------|---------------------------------|
| 2007               | 6,901                           |
| 2008               | 21,041                          |
| 2009               | 101,549                         |
| 2010               | 97,056                          |
| 2011               | 94,693                          |
| 2012               | 73,033                          |
| 2013               | 77,631                          |
| 2014               | 75,155                          |
| 2015 YTD           | 12,074                          |
| <b>Grand Total</b> | <b>559,103</b>                  |

The MAP program fosters collaborative service development and has led to the development of other programs. As an example, the Library has hosted a total of 97 MAP Family Saturdays program where crafts, games, artefacts and activities from participating cultural institutions are offered; 54 in 2014 and 38 are scheduled for Spring 2015.

The MAP program has enabled MAP partners to leverage the program's popularity, goodwill and high demand to reach out beyond the institution's traditional customer base to raise awareness and cultivate new audiences. The program also helps Sun Life Financial to meet its strategic objectives of increasing access to the arts.

## COMMENTS

This report recommends the Toronto Public Library Board approve the renewal of the naming of the Sun Life Financial Museum + Arts Pass program conditional upon successful negotiations with Sun Life Financial, and approve the sponsorship of the MAP program for 2016 and 2017 at a level of funding consistent with the current Sun Life Financial's sponsorship for 2014 – 2015, with possible enhancements to the funding to support new program and outreach activities, and under the proposed terms and conditions that are consistent with those previously approved.

The Library's Sponsorship and Naming policies require the Library Board approve the naming of programs.

### Merits of the Sponsorship for the Library

The sponsorship of the MAP program at Toronto Public Library promotes access to other city cultural venues through programs delivered in partnership, by providing families the opportunity to visit Toronto's top cultural institutions through a MAP pass borrowed from their local branch library.

Through the sponsorship, Sun Life Financial makes an important contribution to the Library's goal to broaden Torontonians' access to the City's cultural life – and in particular to those neighbourhoods and communities where access to arts and culture may be more limited.

For Library customers, the MAP program broadens the opportunity for them to participate in cultural activities through:

- providing free access to multiple cultural venues in and around Toronto, including the Art Gallery of Ontario, the Textile Museum, the Gardiner Museum, the Royal Ontario Museum, the Ontario Science Centre and others;
- at the branch level, encouraging use of Library collections and attendance at programs focused on cultural activities, e.g. MAP Family Saturday events.

In addition, the MAP program:

- strengthens partnerships between Toronto Public Library and its cultural institution partners, in particular to develop future collaborative programming opportunities;
- showcases Toronto Public Library collections and programs that support visits to and enjoyment of local museums and art galleries.

## **Appropriateness of the Sponsor**

The sponsorship is being recommended based on its benefits for the Library, its monetary value, the reputation of Sun Life Financial for corporate and social responsibility and the eight-year successful partnership with Sun Life Financial through its support of the MAP program (totalling \$1,409,300 since 2007) and The Book Lover's Ball (\$165,000 from 2011 to 2014).

Sun Life Financial has a long-standing history of support of arts, culture and community initiatives all across Canada. Its *Making the Arts More Accessible* program, launched in 2005, grew in reach and scope during 2006, as it increased the number of arts organizations included in the program, enabling them to offer free admission, or admission at discounted rates. Through *Making the Arts More Accessible*, the experience of performing and visual arts is made available to thousands of individuals, children and families who might not otherwise be able to afford to attend.

## **General Terms of the Agreement**

Recognition benefits for the proposed 2016 – 2017 MAP program include the following:

- naming of the program as the Sun Life Financial Museum + Arts Pass program;
- right of first refusal for the renewal of this agreement;
- Sun Life Financial logo recognition on all MAP promotional print materials in all participating TPL branches, including but not limited to posters, MAP passes, passports, in-branch displays, and online;
- recognition of Sun Life Financial's support of MAP-related programs in *What's On*, *What's More*, the Library's e-mail newsletter, and on the website;
- recognition of Sun Life Financial through social media channels and via a minimum of one press release;
- donor recognition includes recognition on the Central Donor Wall at the Toronto Reference Library, Foundation website, annual report, newsletter and other Foundation collateral materials;
- use of Sun Life Financial Museum + Arts Pass word mark on Sun Life Financial materials;
- recognition of Sun Life Financial's support of MAP at the Book Lovers' Ball.

The negotiations will include discussions about the current program and possible enhancements to the funding to support new program and outreach activities to further develop this successful program. These enhancements may include a MAP performing arts extension, targeted outreach to high needs users and an external promotional campaign to increase awareness of the program.

The Library would like to recognize the work of the TPL Foundation in their success in providing such a strong partner for this program.

## **CONTACT**

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## **SIGNATURE**

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City Librarian