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

Date:	December 12, 2011
To:	Toronto Public Library Board
From:	City Librarian

SUMMARY

This report recommends that the Toronto Public Library Board approve the renewal of the naming of the Sun Life Financial Museum and Arts Pass program (MAP) in recognition of Sun Life's renewed sponsorship totalling \$418,000 for a term of two years (2012 and 2013).

RECOMMENDATIONS

The City Librarian recommends that the Toronto Public Library Board:

1. approves the renewal of the Sun Life Financial sponsorship of the Museum and Arts Pass program for 2012 and 2013; and
2. approves the renewal of the naming of the program as the Sun Life Financial Museum and Arts Pass Program.

IMPLEMENTATION POINTS

The terms and conditions of the agreement will be reflected in a written agreement.

FINANCIAL IMPACT

Sun Life Financial's renewed sponsorship of \$418,000 will be applied to the Museum and Arts Pass program for a term of two years (2012 and 2013). The sponsorship amount reflects a 4.5% inflationary increase in funding over two years.

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

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DECISION HISTORY

Naming of the Sun Life Financial Museum and Arts Pass Program was initially presented and approved by the Toronto Public Library Board on May 14, 2007. MAP was confirmed as a priority in the 2010 - 2011 Fundraising Priorities Report to the Board on March 22, 2010.

ISSUE BACKGROUND

The Sun Life MAP program launched in July 2007 as a pilot project in 24 library branches (in the city's priority neighbourhoods), in partnership with seven cultural institutions offering passes to their venues. Four years later, and with Sun Life's continued and increased support, a MAP pass can now be borrowed in all of Toronto Public Library's 98 branches (five partners offer passes in 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 seventeen cultural venues including Art Gallery of Ontario, Bata Shoe Museum, Black Creek Pioneer Village, Casa Loma, City of Toronto Historic Museums (eight venues), Gardiner Ceramics Museum, Museum of Inuit Art, Ontario Science Centre, Royal Ontario Museum, and the Textile Museum of Canada.

Since the program's inception, over 300,000 passes have been borrowed, and over 700,000 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. Sun Life has also heard directly from MAP pass customers how appreciative they are of the opportunity Sun Life has enabled through their sponsorship.

The MAP program has enabled Sun Life Financial and MAP cultural partners to leverage the program's popularity, goodwill and high demand to reach out beyond their traditional customer base to raise awareness, build their brand, cultivate a new audience, and to help meet their strategic objectives of increasing access to the arts.

COMMENTS

This report recommends that the Toronto Public Library approve the renewal of the naming and sponsorship of the Sun Life Financial Museum and Arts Pass Program, a program of the Toronto Public Library. This agreement would serve to recognize Sun Life's renewed gift of \$418,000 in support of MAP for a term of two years (2012 - 2013). The Library's *Sponsorship* and *Naming* policies require that the Library Board approve the naming of programs.

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

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Merits of the Sponsorship for the Library

The sponsorship of the Museum and Arts Pass program at Toronto Public Library promotes access to other city cultural venues, by providing families the opportunity to visit Toronto's top cultural institutions through a museum and arts pass borrowed from their local branch library.

For our customers, the MAP program:

- provides free access to multiple cultural venues in and around Toronto, including: Art Gallery of Ontario, the Textile Museum, the Gardiner Museum, the Royal Ontario Museum, the Ontario Science Centre and others;
- provides access to complimentary library services, programs and collections that help families with their enjoyment and understanding of their museum, art and cultural experiences; and
- showcases the cultural renaissance in Toronto and broadens the opportunity for all Toronto residents to participate.

For the Library, the MAP program:

- helps to strengthen partnerships between Toronto Public Library and its cultural institution partners, and 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; and
- reinforces the Library Board's strategic objectives of making art and culture accessible to all Torontonians.

The Library's administration and promotion of the MAP program is fully funded through this sponsorship and covers the cost of materials and co-ordination of the program. Passes are donated by participating cultural institutions.

The Sun Life Financial Museum + Arts Pass Program has led to the development of other branch programs, which extends access to these venues. As an example, the Library has hosted a total of 46 MAP Family Saturday programs featuring a variety of activities, including exposure to artefacts from participating cultural institutions. Total attendance for these programs between 2009 and 2011 is 1,569.

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Appropriateness of the Sponsor

Sun Life Financial meets criteria for the appropriateness of the sponsor as outlined in the *Sponsorship Policy*.

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 five-year successful partnership with Sun Life through their support of MAP (\$625,000 since 2007) and the Book Lover's Ball (\$90,000 since 2011).

The level of recognition proposed in the sponsorship agreement meets the requirements of the *Sponsorship* and *Naming* policies. Recognizing Sun Life Financial as title sponsor is also consistent with the *Naming Policy*. Their sponsorship of \$418,000 covers the budget for administration and promotion of the MAP program, and the initiative could not proceed without this support.

Sun Life Financial has a long-standing history of support of arts, culture and community initiatives all across Canada. Their *Making the Arts More Accessible* program, launched in 2005, grew in reach and scope during 2006, as they increased the number of arts organizations included in the program, enabling them to offer free admission, or 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

The benefits being recommended by the Foundation are commensurate with the value of Sun Life's contribution to the program.

Recognition benefits include:

- naming of the program as the Sun Life Financial Museum + Arts Pass program or Sun Life MAP program;
- right of first refusal for the renewal of this agreement;
- Sun Life logo recognition on all Sun Life 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's support of MAP Family Saturdays in *What's On, What's More*, email newsletter, and TPL website;
- recognition of Sun Life 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;
- use of Sun Life Financial MAP wordmark on Sun Life materials;
- recognition of Sun Life's support of MAP at the Book Lovers' Ball.

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There will be a written agreement specifying the terms and conditions of the sponsorship as required by the policy.

The funding being proposed by the agreement with Sun Life will maintain the program as it is currently being implemented. Through the sponsorship, Sun Life makes an important contribution to the Library's goal to broaden Torontonians' access to the city's cultural life. The Library would also like to recognize the work of the TPL Foundation in their success in providing such a strong partner for this program.

Terms of Announcement

The Toronto Public Library Foundation requests that this matter be held in confidence by the Toronto Public Library until such time that a communications plan has been agreed upon by the donors, negotiations are complete, and appropriate approvals have been finalized. It is expected that the gift will be announced by the end of 2011.