



STAFF REPORT ACTION REQUIRED

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

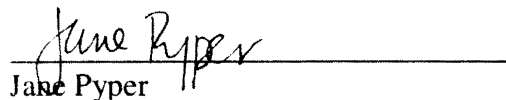
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SIGNATURE



Jane Pyper
City Librarian

ATTACHMENTS

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

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



Heather Rumball, President, Toronto Public Library Foundation

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