

As all negotiations are complete and appropriate approvals have been finalized (see June 11, 2007 – Agenda Item No. 25a –Approval of Sponsorship for the Proposed Museum Pass Program report – Rec. No. 2), Confidential Attachment No. 1 is now public in its entirety.

Approval of Sponsorship for the Proposed Museum Pass Program – Confidential Attachment

Date:	June 11, 2007	
To:	Toronto Public Library Board	
From:	City Librarian President, Toronto Public Library Foundation	

CONFIDENTIAL RECOMMENDATIONS

The City Librarian recommends that the Toronto Public Library Board:

1. approves Sun Life Financial as part of the program name – i.e. Sun Life Financial Museum and Arts Pass (MAP)

CONFIDENTIAL INFORMATION

At the May 14, 2007 Board meeting, the Library Board approved Toronto Life as part of the program name and sponsorship of the Museum Pass program by Toronto Life if the total, multi-year value exceeds \$500,000.

In subsequent negotiations with Toronto Life, it was determined that Toronto Life was not able to provide the necessary balance of cash and in-kind support to meet the funding requirements of the Museum Pass program.

The Foundation had also approached Sun Life Financial as a potential supporter of the Museum Pass program. Sun Life Financial indicated an interest in becoming a named sponsor of the program in return for a cash sponsorship, because of the program's close fit with their community support mandate to make arts and culture more accessible.

Sun Life Financial is offering cash support for the Museum Pass program totalling \$225,000 over two years. Their support would be provided as follows:

2007

- \$50,000 at program launch, pending approval of the recommendations in this report.
- another \$50,000 once additional family-oriented partners have been secured e.g. Royal Ontario Museum, Ontario Science Centre, Toronto Zoo, etc.

2008

- \$125,000 to support the full rollout of the program in all 99 branches

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Sun Life Financial's sponsorship commitment is for a two-year period in return for naming of the program to incorporate "Sun Life Financial". This amount reflects a fair assessment of the value of the sponsorship and would provide the necessary funding to launch and administer the program over a two-year period.

Annual operating budget for the Museum Pass Program

The annual costs to administer and deliver the Museum Program are approximately \$100-\$125K as follows:

• Program materials and promotion	\$80K
• Special events (launch)	\$ 5K
• Program Coordinator, program evaluation and Foundation administration fees:	<u>\$40K</u>
Total	\$125K

Named sponsorship that fully offsets the program costs enables Toronto Public Library and its partners to achieve the shared objective of implementation and promotion of a multi-partner program throughout the library's 99 branch network.

Sun Life Financial's Community 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 admission gratis, 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.

Partnership programs include support of the Vancouver Art Gallery's "Tuesday Evenings By-Donation" program, the Sun Life Financial Accessibility Program at the Canadian Opera Company, encompassing SURTITLES™, Wheelchair Seating, Hearing Assistive Devices and Vision Impaired Devices, and Free Fridays at the Gardiner Museum.