



OPERATING POLICY

PARTNERSHIP / SPONSORSHIP

The purpose of this policy is to define under what circumstances the La Grange Public Library will enter into partnerships or sponsorship and to provide guidance in the development of those relationships as a means of pooling resources between partners or sponsors that will enhance or improve Library services, programs, collections and/or facilities.

Definitions

1. Partner: An institution, organization, business or individual that collaborates with the Library to provide programs and/or services to the public in ways that are mutually beneficial to and in support of the missions of both the Library and the partner and without the exchange of money.
2. Partnership: Institutions, organizations, businesses or individuals, working together in an effort to accomplish a common goal with a shared sense of purpose and responsibility for the outcome.
3. Sponsor: An institution, organization, business or individual who financially contributes to the Library in support of a collection, service or program.
4. Sponsorship: A mutually beneficial exchange, whereby the sponsor receives a benefit of reciprocal value (such as recognition, acknowledgement or other promotional considerations) in return for providing cash to the Library. Sponsorships do not imply Library endorsement of the sponsor's product or service.

Provisions

1. Institutions, organizations, businesses or individuals compatible with the policies, vision, mission and goals of the La Grange Public Library will be considered for potential partnership or sponsorship. The Library reserves the right to refuse any sponsorship opportunity which is deemed to be inappropriate or unsuitable to the advancement of the mission and objectives of the Library.
2. The La Grange Public Library will only enter into partnerships and sponsorships determined to be in the best interest of the Library. Sponsorships must not compromise the public service objectives of the Library.
3. Partnerships and sponsorships will be subject to the approval of the Library Director.
4. The La Grange Public Library, its partners and sponsors, will agree to act in ways that are mutually beneficial as described in a written agreement.
5. While it is important to remain aware of any tax provisions relating to contributions, the Library does not represent itself as representing the donor in any transaction and should stipulate that the donor is responsible for his/her own determination of gift valuation or deductibility.
6. The sponsor has marketing rights to promote their involvement with La Grange Public Library for the duration of the sponsorship agreement.
 - a. Any public use of the name and/or logo of the Library, collections, services, programs, and departments, must be approved by the Director and/or the PR and Marketing Coordinator.
 - b. The Library Director and/or the PR and Marketing Coordinator will pre-approve all promotional materials, signs, displays, and other marketing materials (print and electronic) when these are offered by organizations for use in the Library or in its programs.

Termination

The Library and/or Library Board reserves the right to terminate an existing sponsorship should conditions arise during the life of the sponsorship that result in it conflicting with this Policy, or if that sponsorship no longer supports the best interests of the Library.