



# OPERATING POLICY

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## PROGRAM SPONSORSHIP

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The Library accepts the help of advertisers in promoting its services within the following guidelines:

The Library Director will pre-approve all promotional materials, signs and displays when these are offered by organizations for use in the Library or in its programs. The primary purpose of this pre-approval is to insure that the Library is promoted first rather than the organization, its product or its services.

Upon the Director's approval, the library staff members may solicit organizations' support when it fits library needs. The staff, acting through the Library Director, should advise the Board on all matters of soliciting support (see *Fund Raising* section in this document) so as to gain the Board's advice and counsel.