



OPERATING POLICY

PARTNERSHIP / SPONSORSHIP

The purpose of this policy is to define under what circumstances the La Grange Public Library (“Library”) will enter into partnerships or sponsorships and to provide guidance in the development of the relationships between the Library and 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 Library will be considered for potential partnership or sponsorship. The Library reserves the right to refuse any sponsorship opportunity that is deemed to be inappropriate or unsuitable to the advancement of the mission and objectives of the Library.
2. The Library will enter into only those 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 Executive Director.
4. The Library and 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 the Library for the duration of the sponsorship agreement.
 - a. Any public use of the name and/or logo of the Library or its collections, services, programs, and departments must be approved by the Director and/or the Community Engagement Coordinator.
 - b. The Executive Director and/or the Community Engagement 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 Executive Director 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.