



Sponsorships Policy

Policy Number: 081
Supersedes Policy #1SP6

Approved: 05/24/2017
Authorized by: Board of Trustees

Effective: 05/24/2017 - 05/01/2020
Review Date: 02/01/2020

1) **Purpose:**

Timberland Regional Library (TRL) welcomes the support of institutions, businesses, non-profit organizations, community groups and individuals to enhance or improve Library activities, services, events and programs through the establishment of sponsorships. These relationships serve as a means to advance the Library's vision, mission and strategic plan.

2) **Scope:**

The following policy applies to arrangements between TRL and external entities.

3) **Background:** None.

4) **Definitions:**

A. Sponsorship: A sponsorship occurs when an approved contribution is accepted by TRL from a non-TRL entity. TRL defines the terms under which any such contribution is accepted.

B. Contribution: Money, products or services offered to TRL by a non-TRL entity.

5) **Policy:**

A. TRL will enter into sponsorships determined to be in its best interest. Sponsorships will be subject to the approval of the Executive Director.

In some cases, TRL and a sponsor will prepare a set of responsibilities in a written agreement that will outline each party's role. In particular, these relationships should further the Library's goals in one or more of the following ways:

1. TRL loans materials for a specified period of time, considering demand, availability, and patron needs;
2. Increase library visibility in the community;
3. Support regular or special library activities, services, events and programs;
4. Enhance or create ways to respond to identified community needs.

B. Sponsor recognition and logo use should be for identification rather than commercial purposes.

C. An agreed upon sponsorship does not imply that TRL endorses a sponsor's policies, products or services.

D. The acceptance of a sponsorship is not intended to, nor should it be considered

as, the creation of any type of public forum.


- E. TRL retains the authority to establish and monitor all aspects of its projects and programs, including those that are supported by a sponsor. If it is determined that a previously approved sponsorship becomes inconsistent with TRL's mission, TRL may discontinue the relationship.
- F. Sponsors may not direct and/or impact the selection of particular library materials or vendors, or require endorsement of their products or services.

6) **References:**


A. None.

7) **Citations:**

A. None.

 5/24/2017

Cheryl Heywood, Executive Director

 5/24/2017
Stephen Hardy, President

By the enactment of this policy the Board of Trustees of Timberland Regional Library is concurrently rescinding any prior policy or procedure within TRL that is either in conflict with or expansive of the matters addressed in this policy.
