Sponsorship Policy

Purpose: The Strasburg-Heisler Library Board of Trustees (SHL) welcomes the sponsorship support of businesses, organizations, and community groups to support operations, services, events, and programs. This Sponsorship Policy outlines sponsorship rules, regulations, and best practices.

SHL welcomes and encourages the business community and organizations to support the Library by establishing sponsorships that provide resources, including revenue and/or in-kind contributions, to enhance operations, events, programs, activities, and/or services to the community.

SHL seeks sponsorships that are in the Library's and community's best interest. Sponsorships should advance the Library's mission and strategic plan in one or more of the following ways:

1. Increase Library visibility in the community;
2. Support regular or special Library operations, activities, services, events, and programs;
3. Enhance or create ways to respond to identified community needs.

Definitions of Sponsor and Sponsorship:

- **Sponsor:** A sponsor is an institution, business, organization, community group, or individual who contributes funds, products, or services of a defined value to the Library to support library operations and/or an activity, service, event, or program.
- **Sponsorship:** A sponsorship is a mutually beneficial exchange between the Library and a sponsor, whereby the sponsor contributes funds, products, or services of a defined value to the Library and receives recognition, acknowledgment, or other promotional considerations from the Library.

A sponsorship differs from a philanthropic gift or donation in that a philanthropic gift or donation is a contribution of cash and/or products or services without the expectation or requirement of a reciprocal benefit.

General Criteria:

SHL sponsorships must meet the following criteria:

1. Advance the Library's mission, objectives, and priorities.
2. Comply with all Library policies and procedures.
3. Safeguard equity of access to Library services.
4. Respect the principle of intellectual freedom and access to information.
5. Support the Library as a safe place for everyone.

Rules and Regulations:

Sponsors and sponsorships cannot:

1. Direct the selection of materials or require the endorsement of products or services.
2. Make purchasing decisions, including the type of equipment, materials, furnishings, and other components the Library acquires.
3. Direct decisions regarding program development or design and resource allocation.
4. Limit, restrict, or impose any restraint on access to the Library, a program, collections, or services.
5. Give unfair advantages to or disadvantage any person or patron of the Library, group, or community sector or cause discrimination against them.

Recognition and Acknowledgment of Sponsorships:

SHL will ensure sponsors receive acknowledgment and public recognition determined by their sponsorship level or agreement. Sponsorships do not imply SHL endorsement of the sponsor, product, or service. SHL will follow the guidelines below regarding providing acknowledgment to and recognition of sponsors:

1. All sponsors will receive a letter acknowledging their sponsorship stipulating recognition agreements or sponsorship level.
2. Public acknowledgment of sponsorship in the Library's promotional materials, including signage, is restricted to the sponsor's name and/or logo. Such acknowledgment will not take precedence or have prominence over SHL's logo or promotional material.
3. Acknowledgement of sponsorship may also take the following forms at the Library's discretion:
    - Launch a program or media campaign to announce sponsorship.
    - Inclusion of the sponsor's name or logo on promotional materials.

Approval of Sponsorships:

SHL's Executive Director will approve sponsorships and sponsorship appeals in collaboration with the Library's Board of Trustees. Library management, in collaboration with the Library's Board of Trustees, must approve using SHL's logo and name in sponsor promotional or marketing materials.

SHL reserves the right not to accept any sponsorship for any reason consistent with these guidelines and to end any arrangements at any time if acceptance might cause harm to the Library's services, image, or the preservation of SHL's goodwill in the community.

SHL reserves the right to make decisions regarding implementing sponsorships without setting a precedent for future decisions and with disregard for past choices.

Sponsorship Solicitation:

SHL is committed to an open, transparent, and accountable sponsorship process.

To maximize the Library's fundraising goals, the Board of Trustees or designee(s) will identify and approach potentially interested and suitable sponsors for each available sponsorship opportunity.

Written Agreements for Sponsorships:

SHL shall draft a confirmation letter for all sponsorships. Written agreements must cover all terms and conditions of the sponsorship arrangement and are reviewed by the Executive Director and SHL's Board of Trustees.