



PARTNERSHIPS & SPONSORSHIPS

Policy Type: Fundraising

Policy Number: FR03

Reviewed: October 2, 2025

1.0 Overview

The Whitchurch-Stouffville Public Library Board welcomes a broad base of support from various sources. This policy sets out the requirements for partnerships and sponsorships, including naming rights.

The Library Board endorses the Canadian Library Association's *Position Statement on Corporate Sponsorship Agreement in Libraries* as approved June 1997 (see Appendix A).

2.0 General Considerations

Partnerships and sponsorships are intended to increase Library exposure within the community, align with the mission and strategic goals of the Library, be of mutual benefit to both parties or enhance Library revenues. Partnerships and sponsorships include:

- Ongoing co-operative or reciprocal agreements involving an exchange of services with other libraries, public or non-profit agencies;
- Contractual agreements for services to or from outside organizations to support the Library's mission or enhance revenue;
- Partnerships with private entities involving the donation of services or concessions for a specific project; and
- Sponsorships involving the donation of monetary amounts or services for an activity in receipt of public recognition for a specific period of time.

The Board shall create sponsorship standards, to be reviewed by the Board Fundraising Sub-Committee annually. These standards will include sponsorship levels, dollar amounts per level, and any possible naming rights to be achieved with sponsorship.

The CEO shall review and approve all formal partnership or sponsorship agreements between other libraries, non-profit, public or private organizations. A current list of partners and sponsors shall be appended to this policy. The CEO shall retain a file of all current agreements.

The CEO shall consider the following factors when considering a partnership or sponsorship:

- Whether the long-term benefits outweigh the short or long-term costs;
- Whether the partnership supports the Library's mission and goals;
- Whether the effort improves or impairs service;
- Whether the Library will be able to reach and serve substantially more people;
- Whether the cost of providing services decrease as a result of this partnership;
- Whether the partnership or sponsorship requires space commitments, storage, or other resources such as printing, postage, graphics, or staff assistance;
- Whether the Library will be able to administer the partnership or sponsorship with existing staff resources;
- Whether the partnership activity will affect revenue; and
- Such other factors that the CEO may deem to be appropriate.

3.0 Terms of Acceptance

The Library negotiates partnerships with, and accepts support from, the business community in ways that will benefit and recognize the supporting companies while enabling the Library to better achieve its mission without compromising its principles. The Board recognizes that companies support the Library not only out of a desire to be good community members, but also with a hope of a return or benefit to the company.

Acceptance of corporation support will take the form of a written agreement signed by representatives of the sponsoring organization and authorized representatives of the Library. This agreement will define the terms of the sponsorship and any recognition to be provided to the sponsor.

All partnerships and sponsorships shall adhere to Board policy regarding Intellectual Freedom. The Library at all times maintains an independent position on issues and concerns. The Library accepts support for collections, programs and services only when the content is to be determined by the Library. The Library does not accept any support that implies or requires endorsements of products. The Library shall not sell or provide access to patron records to any partnership.

The Library does not accept any cash or gift of property, pledge of support or non-cash gift or services, or enter into any partnership with any company or other organization that produces goods or services that may be considered harmful or illegal for certain members of the community.

The Library does not accept any kind of support from any company or organization that, in the judgment of the Library, exploits certain members of the community in its product lines, advertising, marketing, and workforce or in any other way.

The Library reserves the right to terminate an existing sponsorship should conditions arise during the term of the sponsorship that result in:

- a) The sponsorship conflicting with this policy; or
- b) The CEO and/or Board determines that the sponsorship no longer supports the best interests of the Library.

The right to refuse or terminate corporate contributions extends to support of third-party fundraising for which the proceeds are designated to benefit the Library.

4.0 Naming Opportunities

New libraries are named according to the geographic location of the branch unless there is an unusual circumstance. If a library facility is relocated, the facility may be renamed to reflect the new location.

From time to time, the Library may offer the opportunity for significant philanthropic investment in the library infrastructure to ensure the sustainability of excellent library service in the community. The Board has the authority to recognize significant contributions by naming library services or facilities in honour of its benefactors.

Naming a library for a person or entity is unusual but may be considered at the discretion of the Board to recognize the rare, unique and substantial contributions of an individual or organization to the Library or the community.

The Board may consider naming opportunities within the Library (e.g. designation rooms, special furniture, equipment or discrete areas within the Library). Appropriate contributions for such naming opportunities will be determined by the Board.

Naming opportunities are subject to funding agreements that satisfy specific donation levels deemed appropriate to the project costs and arrangements for payment.

The Library Board reserves the right to remove a donor's name should that individual or organization fail to exemplify the attributes of integrity and civic leadership expected of this honour.

5.0 Administration

Board policy with respect to the administration of donations, including the issuance of tax receipts and recognition of donors are outlined in FR 02 Administration.

6.0 Related Policies

FR 01 – General Gift Acceptance Policy

FR 02 – Administration

OP 01 – Confidentiality & Protection of Privacy

APPENDIX A – CLA POSITION STATEMENT

Canadian Library Association / Association canadienne des bibliothèques

Position Statement on Corporate Sponsorship Agreement in Libraries

Approved by Executive Council ~ June 21, 1997

Libraries enrich lives, provide information needed for work and daily living, and foster informed communities which are essential to a democratic society. In recognition of this important function, communities support libraries through public funding. The library's first priority is to ensure the continuation and growth of this primary relationship -- public funding for the public good.

CLA encourages and supports advocacy to maintain and develop public funding as the principal source of support for public, school, academic and government libraries.

Publicly funded libraries can and do explore other sources of funding, such as grants, gifts, donations, partnerships and sponsorships, to ensure that they provide the best possible services to their communities. Corporate sponsorships are one source of additional support that allows libraries to enhance the level, extend the range, or improve the quality of library service.

To ensure that partnerships enhance the library's image and add value to library services, libraries need to develop policies and sponsorship agreements that outline the conditions and the benefits of the sponsorship arrangement.

CLA believes that the following principles are important in developing sponsorship policies and agreements. Libraries have a responsibility to:

- demonstrate that sponsors further the library's mission, goals, objectives and priorities, but do not drive the library's agenda or priorities;
- safeguard equity of access to library services and not allow sponsorship agreements to give unfair advantage to, or cause discrimination against, sectors of the community;
- protect the principle of intellectual freedom and not permit sponsors to influence the selection of collections, or staff advice and recommendations about library materials, nor require endorsement of products or services;
- ensure the confidentiality of user records by not selling or providing access to library records; and
- be sensitive to the local political and social climate and select partners who will enhance the library's image in the community.

APPENDIX B – PARTNERSHIPS & SPONSORSHIPS

Partner or Sponsor		Agreement Date
Town of Aurora	Reciprocal Borrowing Agreement	March 11, 2016
Town of E. Gwillimbury	Reciprocal Borrowing Agreement	June 12, 2000
Town of Georgina	Reciprocal Borrowing Agreement	May 24, 2000
Township of King	Reciprocal Borrowing Agreement	November 1, 2012
City of Markham	Reciprocal Borrowing Agreement	April 17, 2000
Town of Newmarket	Reciprocal Borrowing Agreement	October 24, 2012
Town of Pickering	Reciprocal Borrowing Agreement	June 22, 2000
Town of Uxbridge	Reciprocal Borrowing Agreement	June 22, 2000
Markham-Stouffville Hosp.	Tri-Regional Infant Hearing Program	2018
PACE Credit Union	Name: Teen Lounge (10 years – ends April 2028)	December 2017
Lions Club of Stouffville	Early Literacy Computers	October 2017
Long & McQuade	Recording Studio Equipment (10 years – ends April 2028)	May 2018
Tiny Seedlings	Children's Program Room A (10 years – ends April 2028)	June 2018
	Name: Makerspace Room (10 years – ends December 2030)	April 2021
United Soils	Name: Library Courtyard (10 years – ends April 2028)	June 2018
The Flato Group	Name: Fireplace Lounge (10 years – ends April 2028)	June 2018
EarlyON	Programming Partnership	November 2018

York Region Small Enterprise Centre (YSBEC)	Programming Partnership	January 2019
Sorbara Group	Name: Study Room 103 (10 years – ends May 2029)	May 2019
Sustainable Stouffville	Program Partnership	September 2023
Fred Robbins	Local History, Historian in Residence Program	June 2023
JOB Skills	Program Partnership	June 2023
LifeLong Learning Stouffville	Program Partnership	June 2019
Knitting Group	String Therapy Program Partnership	January 2023
Immigrant Services	Mobile Unit Consultation Services	July 2023
Service Canada	Outreach Clinics and Services	March 2024
Junior Achievers	Program Partnership	September 2025