

THE
HELEN KATE FURNESS
FREE LIBRARY

Sponsorship Policy

The Helen Kate Furness Free Library (“Library”) welcomes sponsorships from local businesses, corporations, and other organizations. The Library recognizes that the purpose of sponsorships is to increase the ability of the Library to deliver service to the community and to provide enhanced events, programs, and services.

Guiding Principles

Library sponsorships will be determined to be acceptable based on the following principles:

1. **Support of Mission.** All sponsorships must further the Library’s mission, goals, objectives, and priorities. They must not drive the library’s agenda or priorities.
2. **Reputation and Core Values.** The Library will not accept a sponsorship that may damage or compromise its reputation, is not in the best interests of the Library and the communities of Nether Providence Township or Rose Valley Borough, or is inconsistent with the Library’s values.
3. **Equity of Access.** All sponsorships must safeguard equity of access to library services. Sponsorship agreements must not give unfair advantage to, or cause discrimination against, sectors of the community.
4. **Intellectual Freedom.** All sponsorships must protect the principle of intellectual freedom. Sponsors may not direct the selection of collections or require endorsement of products or services.
5. **Confidentiality.** The Library is committed to protecting the privacy of people whose personal information is held by the Library through responsible information management. The Library will ensure the confidentiality of user records by not selling or providing sponsors with access to library records.

Application and Scope of Policy

This policy applies to all arrangements whereby an organization sponsors or contributes to Library programs, events and services as defined below in the definition of sponsorship. A sponsorship is a contracted arrangement between the Helen Kate Furness Free Library and an organization, designed to benefit both parties. This policy does not apply to:

- Philanthropic gifts or donations
- Grants or funds obtained from other levels of government
- Arrangements where the Library sponsors or contributes to external projects of other organizations

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Definitions

A sponsorship is a mutually beneficial exchange between the library and an external organization (sponsor) whereby the sponsor contributes funds, products or services of a defined value to the library and in turn, receives recognition, acknowledgement or other promotional considerations.

Sponsorships do not imply library endorsement of the sponsor or its products or services. The sponsor is responsible for its own determination of deductibility and gift valuation for tax purposes.

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

Sponsorship Agreement

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

All obligations on the part of the Library and the sponsor will end upon termination of the sponsorship agreement unless otherwise specified in the agreement.

The Library 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 that the sponsorship no longer supports the best interests of the Library.