

Policy Number	1.4
Title	Corporate Partnership Policy
Section	1: General
Effective Date	August 26, 1999
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Corporate partnerships are one source of additional support that allows libraries to enhance the level, extend the range, or improve the quality of library service. In order to ensure that partnerships with external organizations enhance the library's image and add value to library services, the Cobourg Public Library has developed this *Corporate Partnership Policy* to provide the terms and conditions for all partnership agreements.

The Cobourg Public Library abides by the following principles of the Canadian Library Association's position statement *Corporate Sponsorship Agreements in Libraries* (June 21, 1997) for the development of sponsorship policies and agreements, and accepts 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 concerning library materials, nor require endorsement of products or services;
- ensure the confidentiality of user records by not selling or providing user specific 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.

Definition

A corporate partnership is a written agreement designed to mutually benefit both partners for a specific time period. The partnership is a commercial venture built around a program, service or function of the Cobourg Public Library. In all likelihood, there will be a marketing benefit or trade-off for corporations involved.

Corporate sponsorships are distinguished from corporate partnerships. Sponsorships involve the donation of money, goods and services to the Library, generally in support of a particular Library program, where the sponsor receives no greater benefit than the inclusion of their name in the Library's promotional materials (Annual Report to the Community, the electronic Donor wall, the CEO's Year-end Report, press releases, etc.).

Partner Profile

Those companies and organizations deemed appropriate and compatible with the policies, goals, mission, vision and values of the Cobourg Public Library will be considered. The Board of Trustees will ultimately determine, on a case-by-case basis if necessary, whether a partnership is in the best interest of the Library.

Potential Partner Benefits

Potential benefits only accrue to a corporate partner upon the execution of a legally binding agreement. Potential benefits may include:

- the partner may become, for a specific time period, the favoured provider of goods and/or services to the Cobourg Public Library;
- the company may gain exclusive marketing rights to promote their involvement with the Cobourg Public Library, for a specific time period; or,
- the partner may gain the right to market and/or sell their own goods and services on the Library's property.

Termination of a Corporate Partnership

The Cobourg Public Library reserves the right to terminate an existing partnership should any of the following occur:

- The partner uses the Cobourg Public Library name/logo outside the parameters of the partnership association and without prior consent.
- The partner develops a public image inappropriate to the Cobourg Public Library's service and/or objectives.

Terms and Conditions

The Cobourg Public Library shall not knowingly enter into a partnership agreement with a direct competitor of an existing partner.

The Cobourg Public Library shall provide feedback on a regular pre-determined basis as to the effectiveness of the partnership.

The Cobourg Public Library will at all times work within the Town of Cobourg or Township of Hamilton by-laws as they apply or seek to gain variance to such by-laws as appropriate.

No partnership proposal will be accepted from any company which has a claim or instituted a legal proceeding against the Cobourg Public Library Board or the Corporation of the Town of Cobourg or against whom either the Board or the Corporation of the Town of Cobourg has a claim or instituted a legal proceeding, without prior approval by the Board.

The CEO shall not consider partnership offers from an elected official, officer or employee of the Town of Cobourg, trustee of the Board, or from any staff member. Partnership offers from the spouses of prohibited partners will also not be considered without approval of the Board.

Approved: February 23, 2005

CEO: _____