



Sponsorship

Last modified **OCTOBER 18 2023**

The Rowan County Public Library (“the Library”) welcomes sponsorship from local businesses, corporations, families, and individuals. The aim of sponsorship is to obtain funding or in-kind support for the provision of services and equipment that may otherwise be unavailable to the Library.

The Library Board of Trustees believes that libraries play an essential role in the quality of life of our citizens, and in this important function, the Library should be supported through public funding. Therefore, sponsorship revenue should only be used to fund additional, optional services or new, “startup” services.

GUIDING PRINCIPLES

The following principles will guide the Library in the solicitation and acceptance of gifts, grants, or other support to enhance or develop library programs and services.

- All gifts, grants, and/or support must further the Library’s mission, goals, objectives, and priorities. They must not drive the Library’s agenda or priorities.
- All gifts, grants, and/or support must not compromise equity of access to library services. Sponsorship agreements must not give unfair advantage to, or cause discrimination against, any sectors of the community.
- All gifts, grants, and/or support must protect the principle of intellectual freedom. Sponsors may not direct the selection of collections or require endorsement of any products or services.
- All gifts, grants, and/or support must ensure the confidentiality of user records. The Library will not sell or provide access to Library records in exchange for gifts or support.
- All gifts, grants, and/or support must leave open the opportunity for other actual or potential donors to have similar opportunities to provide support for the Library.
- Gifts of books or other library materials will be accepted in accordance with the terms outlined in the Library’s Collection Development policy.



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- Recognition and acknowledgment of the Library will ensure that each sponsor receives acknowledgment and, to the degree that the donor is willing, public recognition.

The following guidelines will be used in providing acknowledgment to and recognition of sponsors.

- A letter of acknowledgment for gifts of money and/or in-kind support will be sent to all sponsors and a copy will be placed on file. Any special recognition agreements will be stipulated in such a letter.
- Public acknowledgement of sponsorship in the Library's promotional materials will normally be restricted to a statement of the sponsor's name and/or the display of a logo. Standards controlling the size, format, and location of such acknowledgement will be developed by the appropriate Library staff member to ensure both consistency and quality of appearance. Such acknowledgment will not take precedence over or have prominence over the Library's own logo, branding, graphical standards, or promotional materials.
- For gifts and/or sponsorships valued at no less than \$10,000.00USD, the Library may submit a press release to local newspapers and/or other media outlets, and/or publish an article regarding the sponsorship in its own newsletter(s) and similar channels if the sponsor is willing.
- Acknowledgement of sponsorship may also take the following forms, at the Library's discretion:
 - Launch of a special program or media campaign to announce the gift; or
 - the inclusion of sponsors' names on promotional materials; or
 - small, standardized plaques which may be placed on donated furniture or equipment, or bookplates on applicable donated items.

In all cases, the type and scope of donor recognition required by a donor will be weighed against the benefit to the Library.



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APPROVAL

The solicitation of gifts, grants, and/or in-kind support by Library staff which is valued at over \$100.00USD must receive prior approval from the Executive Director.

The solicitation of gifts, grants, and/or in-kind support by any Friends of the Library organization which is valued at over \$1,000.00USD should be discussed with the Executive Director before fundraising commences.

AUTHORITY FOR IMPLEMENTATION

The Library reserves the right to make decisions regarding the implementation of each gift, grant, and/or offer of in-kind support. Purchasing decisions, including type of equipment, materials, furnishings, and other components of a gift will reside with Library management. All details regarding the design of programs and allocation of resources will also reside with Library management.

The Library reserves the right to deny partnerships and/or sponsorships for any reason and to end such arrangements at any time if, in the opinions of the Executive Director, the services or image of the Library warrant such action.