

Policy Type: **Operational**

Policy Number: **O-12**

Policy Title: **Naming, Donations and Sponsorship Policy**

Policy Reviewed: November 2021
Effective: January 2022 - December 2024

1. PURPOSE

1.1 Windsor Public Library Board collaborates with donors to strengthen the library's ability to fulfill its mission and help meet the needs of customers. The Naming, Donations and Sponsorships Policy is intended to provide rules for the naming of library locations and entities, plus clarify the use of donations and other forms of assistance.

2. SCOPE

2.1 The Windsor Public Library Board within the meaning of the [Public Libraries Act, R.S.O.1990, C.P44](#), as amended 2019, CH14, Sched.12, provides governance and management of public library services in Windsor, and is supported by the Windsor Public Library / City of Windsor Service Agreement (2015), as amended March 21, 2017.

2.2 The Windsor Public Library Board endorses the [Freedom of Information and Protection of Privacy Act](#), [Copyright Act](#), [Canadian Criminal Code](#), [Canadian Charter of Rights and Freedoms](#); and the [Municipal Freedom-of-Information and Protection of Privacy Act \(MFIPPA\)](#).

2.3 The Naming, Donations and Sponsorships Policy supports the principles of universal and equitable access and reflects the Windsor Public Library Mission, Vision, Values and Customer Service Pledge.

2.4 This policy applies to all donors, employees, volunteers and agents.

3. DEFINITIONS

Advertising - denotes the sale or lease of advertising or signage space on City-owned property. Unlike sponsorship, it involves the use of public advertising contracted at pre-determined rates for a set period of time. Advertising does not imply any reciprocal partnership arrangement since the advertiser is not entitled to any additional benefits beyond access to the space.

Donation (gift) - as defined in the Income Tax Act, is a voluntary transfer of real or personal property without valuable consideration.

Naming opportunities - the right to name a piece of tangible property or an event in exchange for financial considerations, documented in an agreement signed by all parties.

Sponsorship - a mutually beneficial business arrangement wherein an external party, whether for profit or otherwise, provides cash and/or in-kind services to the City in return for commercial advantage. This may take the form of publicity, promotional consideration, merchandising opportunities, etc. Because of these marketing benefits, a sponsorship does not qualify for a tax receipt.

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Value-in-kind - a sponsorship received in the form of goods and / or services rather than cash.

4. GENERAL RULES GOVERNING NAMING, DONATIONS AND SPONSORSHIPS

- 4.1 The Windsor Public Library Board is committed to establishing mutually beneficial naming opportunities and donations with individuals, families, organizations and enterprises, with the intent of:
 - a) Supporting the mission, vision and values of Windsor Public Library;
 - b) Promoting library resources, services, programs and facilities;
 - c) Improving customer service.
- 4.2 Sponsorship and naming opportunities must be for purposes consistent with the mandate of the Windsor Public Library and must be considered to be in the public interest of the Windsor Public Library and the City of Windsor.
- 4.3 The Windsor Public Library, or the City of Windsor, as is applicable shall retain ownership over any sponsored property and the Windsor Public Library shall retain control over any sponsored property.
- 4.4 Potential sponsors must not be canvassed in a manner that uses or implies coercion. Prospective sponsors that decline solicitations for contributions shall not be penalized.
- 4.5 The Windsor Public Library does not endorse the products, services, or ideas of any sponsor.
- 4.6 Subject to the Agreement, proceeds received from a sponsorship in respect of a library or service shall be applied to the property or service intended.
- 4.7 Sponsors shall not be canvassed during any active procurement process in which they are or reasonably may be participating.
- 4.8 Individuals, families, organizations or enterprises shall not influence the operation of libraries, services, programs or the selection of library resources.
- 4.9 The sponsorship or naming opportunity must not create an ongoing financial obligation for the Windsor Public Library.
- 4.10 Sponsorships and naming opportunities shall conform to all applicable federal and provincial statutes, and to all applicable City bylaws policies and practices.
- 4.11 The sponsorship or naming opportunity must not interfere with existing contractual obligations.
- 4.12 The sponsorship or naming opportunity must not unduly detract from the character, integrity, aesthetic quality or safety of property or unreasonably interfere with its enjoyment or use.
- 4.13 The sponsorship or naming opportunity must not result in, or be perceived to result in preferential treatment for the sponsor outside of the sponsorship agreement.

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- 4.14 To protect the privacy of Windsor Public Library customers, sponsors shall not have access to personal information held by the Windsor Public Library.
- 4.15 Windsor Public Library ensures the confidentiality of user records by not selling, renting or providing access to customer records to any donor, individual, organization or enterprise.
- 4.16 No form of indemnification will be provided to any sponsor without the express approval of the City Solicitor.
- 4.17 Sponsors are prohibited from implying that their products, services or ideas are sanctioned by the Windsor Public Library and / or the City of Windsor.
- 4.18 There shall be no actual or implied obligation for the corporation to purchase products or services from the sponsor.
- 4.19 The sponsorship or naming opportunity must not confer a personal benefit, directly or indirectly, to any Windsor Public Library employee, volunteer, or member of the Windsor Public Library Board.
- 4.20 The Windsor Public Library will consider all sponsorship proposals but has no obligation to accept any of them. The Windsor Public Library reserves the right to refuse any proposal, including, but not limited to, those submitted by third parties whose activities are perceived, at the sole discretion of the Windsor Public Library, to be incompatible with the Windsor Public Library's goals, values or mission.
- 4.21 From time to time the Windsor Public Library Board or the City of Windsor may propose a name to be attached to a library, room, service, equipment or collection of resources to recognize exceptional contributions to the library and/or community at no cost. This will be mutually agreed upon by the Windsor Public Library Board and the City of Windsor.

5. RULES GOVERNING NAMING OPPORTUNITIES

- 5.1 Windsor Public Library naming opportunities include naming: library locations, rooms, services, equipment or collections of resources.
- 5.2 The following factors will be considered by the Windsor Public Library Board when considering a naming opportunity:
 - 5.2.1 If possible, the name under consideration should have a connection to the particular library facility or other entity (room, equipment etc.) to which the name is proposed to be associated.
 - 5.2.2 The proposed name must not convey any religious, political or other philosophical connotation that might offend or otherwise be abhorrent to any segment of the population.
 - 5.2.3 The contribution of the proposed individual, family, organization or enterprise has made to public life and the well-being of the City of Windsor, must:

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5.2.3.1 Exemplify the mission, vision and values of the Windsor Public Library, including being a reader and lifelong learner.

5.2.3.2 Be perceived as a role model and open to close scrutiny, relative to their character, integrity and values.

5.2.3.3 Have provided outstanding community service and leadership with significant impact on the City and residents over an extended period of time.

5.3 The Naming Agreement will include the duration of the naming opportunity including a specific clause associated with the length of the time that it will be used.

6. NAMING, DONATIONS AND SPONSORSHIPS PROCEDURES

6.1 All Windsor Public Library naming and other sponsorship opportunities shall be reviewed and approved in the following manner:

6.1.1 For all naming or sponsorship opportunities with a value of \$10,000.00 or greater, and for all naming or sponsorship opportunities associated with naming/sponsoring a library, room, services, equipment, or collection of resources, the opportunity shall be reviewed by the Windsor Public Library Board, and recommended to City Council for authorization and confirmed with a duly signed Agreement.

6.1.2 For all naming or sponsorship opportunities with a value of \$5,000 - \$9,999.99, the opportunity shall be reviewed and approved by the Windsor Public Library Board upon recommendation by the CEO of the Windsor Public Library; and shall be confirmed with a duly signed Agreement.

6.1.3 For all naming or sponsorship opportunities with a value of less than \$5,000 the opportunity shall be reviewed and approved by the CEO of the Windsor Public Library, shall be confirmed with a duly signed Agreement, and shall be duly reported to the Windsor Public Library Board.

6.2 All naming or other sponsorship discussions which require review by the Windsor Public Library Board will be considered initially at a Windsor Public Library Board closed meeting, for the purpose of gaining approval in principle. A naming or other sponsorship recommendation will be made to City Council at a closed meeting and will be announced publicly by the Windsor Public Library Board upon approval by City Council.

6.3 Charitable tax receipts shall be issued by the CFO/Treasurer only in accordance with the Income Tax Act and the policies of the Canada Revenue Agency.

6.4 All sponsorship relationships shall be confirmed in writing or by contract in consultation with the City of Windsor Legal Department and Finance Department and shall be reported to the City of Windsor Corporate Communications Division for the purposes of tracking.

6.5 Any renewals of sponsorship agreements are at the sole discretion of the Windsor Public Library. The Windsor Public Library reserves the right to cancel any sponsorship agreement at any time should the arrangement no longer meet the eligibility requirements

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of the Naming, Donations and Sponsorship Policy or should the arrangement no longer be considered compatible with values, image, assets or interests of the Windsor Public Library.

- 6.6 In order to expedite partnership development and recognize the uniqueness of sponsorship opportunities, a formal competitive process is not required when soliciting sponsorship or naming opportunities. Efforts will be made to present opportunities to at least three potential sponsors to maximize contributions and opportunities for contribution. If it is not possible to solicit at least three offers for a given opportunity, the circumstances, limitations and reasoning must be included in the report prior to acceptance of the sponsorship.