

## **SPONSORSHIPS AND PARTNERSHIPS**

### **Policy Statement**

The library benefits from sponsorships and partnerships that enhance and improve its ability to serve customers and achieve service goals.

Agreements between the library and its sponsors and partners must be beneficial to all parties. These relationships should further the library's mission in one or more of the following ways:

1. Increase the library's visibility and role in the community
2. Support regular or special library activities and services
3. Support the library's service roles, goals and objectives

### **Definitions:**

**Sponsor:** A sponsor is an institution, organization, business, group or individual that contributes funds, products or services of a defined value to the library in support of an activity, service or program. Sponsorships do not imply library endorsement of the sponsor's product or service.

**Partner:** A partner is an institution, organization, business, or group that collaborates with the library to provide programs and/or services to the public in ways that are mutually beneficial to and in support of the missions of both the library and the partner without the exchange of money. Partnerships are temporary affiliations that do not imply any legal association between the library and the partner organization.

### **Regulations:**

1. Institutions, organizations, businesses or individuals with compatible goals and policies will be considered for potential partnerships or sponsorships.
2. The Manhattan Public Library will only enter into partnerships and sponsorships determined to be in the best interest of the library. The library will not accept sponsorships or enter into partnerships that project an image or message that is inconsistent with the library's mission and goals.
3. Library managers may identify programs, services, projects, or events that are appropriate for sponsorship or partnership. Partnerships and sponsorships will be subject to the approval of the Assistant Director.
4. The library and its sponsors or partners must agree to act in ways that are mutually beneficial to all parties involved. A written agreement may be required.

5. Any public use of the name and/or logo of the library, its collections, services, programs, and departments must be approved by the Director ~~and~~ or the Public Relations Coordinator.
6. The Public Relations Coordinator or the Director will pre-approve all promotional materials, signs, displays, and other marketing materials (print and electronic) offered by organizations for use in the library or in its programs.