

# ***Warren-Newport Public Library District***

***Lake County, Illinois***

## **Board of Trustees**

### ***Policy 4015***

#### ***Sponsorships and Partnerships***

Adopted: December 16, 2025

Reviewed/Revised:

#### **ARTICLE 1. PURPOSE**

The purpose of this policy is to define the circumstances under which the Warren-Newport Public Library District (WNPLD) may enter into sponsorships or partnerships. It provides guidance for developing these relationships to pool resources that enhance or improve library services, programs, collections, and/or facilities.

#### **ARTICLE 2. OBJECTIVES**

- Provide guidelines for establishing and maintaining relationships.
- Establish roles and responsibilities.
- Create opportunities for new services and programs.
- Protect user privacy.
- Expand community reach and engagement.
- Avoid conflicts of interest.
- Secure resources to support library initiatives.
- Provide access to objective information for our communities.
- Ensure alignment with the library's mission, values, and goals.
- Build community relationships and promote collaboration.
- Enhance library programs and services.
- Ensure transparency, accountability, and clear expectations.
- Create equitable access to partners and sponsors with shared outcomes and similar missions.
- Ensure accessibility and inclusion.

#### **ARTICLE 3. DEFINITIONS**

##### **Section 3.01              Partner**

An institution, organization, business, or individual that collaborates with the Library to provide programs and/or services to the public in mutually beneficial ways, supporting the missions of both the Library and the partner, with or without the exchange of money or donations.

## Section 3.02 Partnership

A collaborative relationship between two or more entities for the exchange of services, resources, or information.

### Section 3.03 Sponsor

An institution, organization, business, or individual who financially contributes to the Library in support of a collection, service, or program.

## Section 3.04 Sponsorship

A mutually beneficial exchange in which the sponsor receives a benefit of reciprocal value in return for providing financial support. Sponsorships do not imply Library endorsement of the sponsor's product or service.

## **ARTICLE 4. GENERAL PRINCIPLES**

## Section 4.01 Opportunities

The Library may seek sponsorships and partnerships that align with its strategic goals and community needs.

## Section 4.02 Relationships

Sponsors and partners must align with the Library's mission and values. The Library reserves the right to decline sponsorships from entities deemed incompatible or misaligned with its goals.

## Section 4.03 Library and Staff Roles

Library staff will manage sponsorship and partnership relationships in accordance with established procedures and ethical standards.

## Section 4.04 Related Policies

WNPLD will comply with Board Policy 2025 Purchasing (Bids-Quotes) and may advertise sponsorship opportunities. Relevant policies include:

- Policy 3030 Programming
- Policy 3050 Meeting Rooms
- Policy 4003 Non-Profit Organization Charity Collection Container
- Policy 4010 Friends of the Library
- Policy 4013 Gift Donation

## **ARTICLE 5. PROCEDURES**

## **Section 5.01      Library Services Provided**

Partners collaborating in library programming are subject to a Memorandum of Understanding (MOU), which outlines program requirements, terms, and conditions.

WNPLD's standard promotional package includes print, digital, and social media content. Additional promotional requests are subject to availability and must align with library policies, staffing levels, and organizational priorities.

## Section 5.02 Sponsorship Proposals

- All sponsorship proposals must be approved by the Executive Director and the Board of Library Trustees with a value exceeding \$5,000.

- Sponsorship proposals with a value exceeding \$10,000 may be referred to the WNPLD legal counsel for review.

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