

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

*Lake County, Illinois*

## **Board of Trustees**

### ***Policy 4015***

#### ***Sponsorship***

Adopted: May 15, 2007

Reviewed/Revised: November 20, 2012; January 20, 2015; April 17, 2018

#### **ARTICLE 1. PURPOSE AND DEFINITION**

The purpose of this policy is to define the sponsorship policy of the Warren-Newport Public Library District (WNPLD).

Sponsorship is an agreement between WNPLD and a sponsor whereby WNPLD receives either money or a benefit in kind for an event, campaign, or initiative. The sponsoring organization or individual receives publicity or other benefits.

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

WNPLD has the following objectives in sponsorship relationships:

- to obtain sponsorship for appropriate events, campaigns, or initiatives;
- to protect the position and reputation of WNPLD;
- to provide a consistent and professional approach toward sponsorship;
- to obtain optimum value in sponsorship arrangements; and
- to protect Trustees and employees from claims of inappropriate dealings or relationships with sponsors.

#### **ARTICLE 3. GENERAL PRINCIPLES**

##### **Section 3.01 Opportunities**

The WNPLD will seek opportunities to work with both local and national organizations by identifying sponsorship opportunities of mutual benefit in keeping with WNPLD's priorities and values.

##### **Section 3.02 Relationships with Sponsors**

Sponsorship provides publicity and advertising for sponsors, thus raising the profile of sponsors within WNPLD.

WNPLD will not put itself in a position where a sponsorship has or may appear to have:

- influenced WNPLD Trustees or Employees in carrying out their responsibilities;
- attempted to gain favorable terms from the WNPLD in any transaction; and/or
- aligned WNPLD with an organization whose values conflict with WNPLD values.

**Section 3.03 Unsuitable Sponsors**

WNPLD will not entertain sponsorships from organizations which:

- are religious in nature;
- are in financial or legal conflict with WNPLD;
- are primarily political in purpose; and/or
- embrace values that conflict with WNPLD values.

**Section 3.04 Policies**

WNPLD will comply with its purchasing policy and procedures and may advertise sponsorship opportunities.

**ARTICLE 4. PROCEDURES**

- In seeking sponsorship, WNPLD will consider its sponsorship strategy and this policy and will follow applicable guidelines.
- All sponsorship proposals must be approved by the Executive Director and the Board of Library Trustees.
- Sponsorship proposals with a value exceeding \$10,000 may be referred to the WNPLD legal counsel for review.
- All prospective sponsors will be given a copy of this Policy.

**ARTICLE 5. DISTRICT DISCRETION**

WNPLD retains complete discretion with respect to all of the following:

- approving sponsorships;
  - approving the nature and content of all materials to be used by a sponsor; and
  - terminating a sponsorship where there is a violation of this policy or the sponsorship agreement.
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