

# New Brunswick Free Public Library

## Sponsorship Policy

Approved, June 19, 2013

The library welcomes and encourages the businesses and organizations to support the library through sponsorships that provide the library resources including revenue and in-kind contributions that enhance its activities and services.

Sponsorships must further the library's mission and values and safeguard equity of access to library services. Sponsors may not affect the selection of materials or vendors or require endorsement of products or services.

The library will not accept sponsorships from companies whose products cannot legally be sold or distributed to children or from companies whose products are inappropriate for use by children.

Sponsorship opportunities will be approved in advance by the Library Director who may consult with the Board of Trustees. Recognition will be commensurate with the contribution and the benefit to the library. Each sponsor will receive an acknowledgement and if the donor is willing, public recognition. A letter of acknowledgment for gifts of money and in-kind support will be sent to all sponsors. Any special recognition agreements will be stipulated in the letter.

The library's logo and name will have prominence over corporate names and logos. Library events and programs will be named to reflect that it is a library activity with underwriting provided by the sponsor.

Public acknowledgment in the library's promotional materials will normally be restricted to a statement of the sponsor's name and a display of logo.

Sponsorships do not imply endorsement of the sponsor, its products, or services by the City of New Brunswick, the library, or the library Board of Trustees. The sponsor agrees to indemnify the library and/or the City of New Brunswick and hold the same harmless against any and all claims, demands, damages, costs and expenses, including reasonable attorneys fees for the defense of such claims, arising out of such sponsorship.