## Liverpool Public Library Board Policy

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Corporate Sponsorships & Affiliate Agreement Policy Approved: 11.10.2021

Review Date: 2024

Publicly funded libraries can and do explore other sources of funding, such as grants, gifts, donations, partnerships, sponsorships and affiliate agreements with commercial enterprises or nonprofit entities. In utilizing these additional sources of support, the Liverpool Public Library will:

- 1. demonstrate that the library's mission and goals will be furthered by any agreements entered into;
- 2. safeguard equity of access to library services so that any agreements entered into will not allow discrimination against members of our community;
- 3. protect the principle of intellectual freedom and will not permit commercial enterprises or other partners to influence the selection of library materials or implementation of library programs and services;
- 4. protect the reputation of the library as a neutral organization by not entering into agreements that would require the endorsement of products or services;
- 5. ensure the confidentiality of our library's users by not entering into agreements that would require the library to supply any personally-identifiable information about our library's users;
- 6. only enter into agreements that will enhance the library's image in the community
- 7. only enter into agreements that do not conflict with applicable law, or with policies set by the Liverpool Public Library's Board of Trustees, including those relating to privacy, donations, the library's Web site, the library's meeting rooms and bulletin boards, or library programming;
- 8. only enter into agreements that have been reviewed by the director, the assistant director, the business manager and if necessary legal counsel and the board of trustees.
- 9. will ensure each sponsor receives acknowledgement and to the degree the donor is willing, public recognition. In all cases, the type and scope of the donor recognition required by the donor will be weighed against the benefit of the library.
- 10. reserve the right to terminate an existing partnership should any of the following occur:
  - a) the partner uses the Liverpool Public Library's name outside the parameters of the partnership association, as embodied in the agreement, and without prior consent;
  - b) the partner develops a public image, determined by the board, inappropriate to the Liverpool Public Library's services and/or objectives.

The director will set procedures for discovering, evaluating and utilizing additional sources of support.