



Sponsorship and Donation Policy

Mesa County Libraries welcome sponsorships from local businesses, corporations, families and individuals. The library's aim of sponsorship is to obtain funding or in-kind support to provide programs and services that otherwise may not be available.

Principles

The following principles will guide Mesa County Libraries in the solicitation and acceptance of gifts, grants or support to enhance or develop library programs and services:

- All gifts, grants and/or support must further the library's mission, goals, objectives and priorities. They must not drive the library's agenda or priorities.
- All gifts, grants and/or support must safeguard equity of access to library services. Sponsorship agreements must not give unfair advantage to, or cause discrimination against, sectors of the community.
- All gifts, grants and/or support must protect the principle of intellectual freedom. Sponsors may not direct the selection of collections or require endorsement of products or services.
- All gifts, grants and/or support must ensure the confidentiality of user records. The library will not sell or provide access to library records in exchange for gifts or support.
- All gifts, grants and/or support must leave open the opportunity for other actual or potential donors to have similar opportunities to provide support to the library.

Guidelines

- Gifts of books or other library materials will be accepted in accordance with the terms outlined in the Collection Development Policy.
- Gifts of used books are to be made through the MCL Friends of the Library (a 501(c)3 organization).
- Donations to the Library District endowment fund are to be made through the Library Foundation (a 501(c)3 organization). The Foundation also can receive property of significant value, such as real estate or securities, planned gifts, such as willed donations, bequests or endowments.
- Sponsorships are pursued if authorized Library District personnel determines that an association between the potential sponsor and the Library is suitable and will positively affect the public image that the Library has established in the community.
- The Library will not allow direct marketing of products, except where relevant educational or artistic material is promoted in conjunction with programs and /or used as incentive prizes for Reading Programs.
- Any public use of the name and/or logo of the Library District, branches, special collections, resource collections, special services, programs, and departments must be approved by the Public Information Manager.

Recognition and Acknowledgement

The library will ensure that each sponsor receives acknowledgement and to the degree that the donor is willing, public recognition. The following guidelines will be used in providing acknowledgement to and recognition of sponsors:

- A letter of acknowledgement for gifts of money and in-kind support will be sent to all sponsors and a copy will be placed on file.
- Any special recognition agreements will be stipulated in the letter.
- Public acknowledgement of sponsorship in the library's promotional materials normally will be restricted to a statement of the sponsor's name and a display of logo. Standards controlling the size, format and location of such acknowledgment will be developed by the Public Information Manager to ensure both consistency and quality of appearance. Such acknowledgement will not take precedence or have prominence over the library's own logo or promotional material.
- For gifts and/or sponsorships valued at over \$5,000 the library may submit a press release to local news media and/or publish an article regarding the sponsorship in the library's newsletter if the sponsor is willing.
- Acknowledgement of sponsorship may also take the following forms at the library's discretion:
 - Launch of a special program or media campaign to announce the gift.
 - Sponsor's name on promotional materials.
 - Small standardized plaques may be placed on donated furniture or equipment.
 - In all cases, the type and scope of donor recognition required by the donor will be weighed against the benefit to the library.

Works of Art

Although gifts of art objects are welcomed, a final decision on the acceptance rests with the Library Administration. Upon acceptance of a work of art, Library Administration reserves the right to determine the location and display of artwork. The Library may request that artwork be accompanied by a current appraisal of value. The Library cannot appraise the value of a donation of art. The donor will receive a letter acknowledging the donation. An appropriate deed of gift or similar document transferring sole and exclusive ownership of the artwork to the Library District will be required. At the discretion of the Library Director, plaques may be installed at or near large works of art. The Library District reserves the right to choose the wording, size, location, and style of the plaque. The donor must prove ownership and authenticity of the art work. All gifts are accepted with the understanding that sale or disposal of the items may be necessary in the best interest of the Library.

Approval

All gifts, grants or in-kind support given with special requirements must be approved by the Library Director. The solicitation of gifts or in-kind support by library staff or Friends of the Library and valued at over \$500 must receive prior approval of the Library Director. The Development Director will oversee the solicitation of all grants for the Library District.

Authority for Implementation

The library reserves the right to make decisions regarding the implementation of each grant, gift, or offer of in-kind support. Purchasing decisions, including type of equipment, materials, furnishings, and other components of a gift, will reside with library management. All details as to design of programs and allocation of resources will also reside with library management.

APPROVED:



Elaine Barnett, President
MCPLD Board of Trustees



Dean DiDario, Secretary
MCPLD Board of Trustees

Date:

