

NORTHLAND PUBLIC LIBRARY
Corporate Sponsorship Policy

*Northland Public Library* ("Northland") actively solicits and encourages the business community, service clubs, and other organizations to become sponsors of Northland events, programs, and services. Northland enters into sponsorship agreements with sponsors it deems appropriate. Sponsorship agreements may vary by sponsor, according to the needs and values of both Northland and the sponsor. The following policy is designed to be mindful of Northland's status as a nonprofit organization under the law, as well as a municipal authority. Northland reserves the right to refuse or decline any offer of sponsorship in its sole and absolute discretion and to negotiate with the sponsor concerning any aspect of the proposed sponsorship.

A corporate sponsorship is defined as a mutually beneficial exchange arranged in advance, whereby:

1.) Northland obtains financial or in-kind support for a specified activity or program.
2.) Sponsor receives acknowledgement in return for cash and/or in-kind donation in the form of public recognition or other public relations assets.

**Policy Guidelines:**

Northland welcomes corporate sponsorship support of its Mission, subject to the following guidelines:

1.) Northland will not accept corporate sponsorship that reflects in a negative manner on the organization, does not align with its mission statement, or is not in the best interests of the organization.
2.) Northland does not accept corporate sponsorships for certain categories of products and services, including but not limited to: illegal drugs and drug paraphernalia, weapons, tobacco products and establishments, escort services, retail outlets which focus on adult entertainment or sexual innuendo, gambling opportunities or casinos, pharmaceuticals or weight-loss products, and check-cashing services.
3.) Northland does not accept corporate sponsorships from or on behalf of candidates for elective office, political action committees or political parties.
4.) Northland does not accept corporate sponsorships from churches, religious institutions or groups, or in furtherance of religious causes.

5.) Northland does not endorse, directly or by implication, any products, services, or ideas promoted except those sponsored directly by the organization.
6.) Northland staff are prohibited from accepting any financial benefit from sponsors or derived from their association with sponsors. Any commissions, substantial gifts (valued at over $20), or other financial benefits are to be reported immediately to the Executive Director of the Northland Public Library Authority
7.) Northland maintains sole control over sponsored programs and sponsors should not expect to have any input in the operational matters relating to the project or program they have sponsored.
8.) This policy is not applicable to philanthropic contributions, grants, or unsolicited donations in which no benefits are granted to the sponsor and where no business relationship exists.

**Benefits to Sponsoring Organizations or Companies**

The following are assets that can be provided to a sponsorship organization or company in exchange for financial and/or in-kind support of Northland's programs and activities:

- Communications Materials
    - Acknowledgement by name or logo on brochures, flyers, invitations, postcards, newsletters, informational packets, websites, social media pages, or e-blasts
- Public Relations
    - Acknowledgement by name in press releases, during press conferences, photo opportunities, or press events
- Onsite Visibility
    - Acknowledgement by name or logo before and after Northland events, official category designation in event programming, or use of name and logo as part of event name
- Naming Opportunities
    - Acknowledgement by name and logo on Northland Giving Tree, on Bookshelf end-caps or other visible areas in library, or in selected pieces of collection. Naming opportunities may be given for select rooms or buildings when appropriate for high levels of support.