

## REVISED

Document 25

### 022 – OPLB Sponsorship and Advertising Policy

#### Legislative Background

The Board of the Ottawa Public Library (the Board) operates according to the *Public Libraries Act, RSO 1990, c.P.44 (the Act)*, as well as other acts such as the *Municipal Act* and the *Conflict of Interest Act* and is responsible for ensuring that public library services are delivered effectively and efficiently to residents in the city of Ottawa (“the city”).

Ottawa Public Library (OPL) receives most of its funding from the City of Ottawa, and some funding from the Province of Ontario. OPL generates additional revenues through various means, including fees, grants, and donations. OPL may seek sponsorship, where appropriate circumstances permit, in keeping the approval requirement identified in the OPL Board (OPLB) Delegation of Authority Policy (002 - OPLB Delegation of Authority, “the DOA”).

#### Purpose

The purpose of this policy is to outline how sponsorship activities are undertaken at OPL.

OPL will consider sponsorships to assist in the development or delivery of programs or services, where allowed by the PLA. The OPL Board (OPLB) Sponsorship Policy provides guidelines and flexibility to secure revenue opportunities while safeguarding OPL’s values, image, assets, and interests.

The Board recognizes that sponsorship activities will be undertaken in accordance with the OPL’s administrative policy developed in alignment with this policy direction.

Sponsorship is defined as a mutually agreed upon arrangement between OPL and an external company, organization, enterprise, or association evidenced in writing whereby the external party (sponsor) contributes money, goods or services to an OPL program, project, or special event in return for recognition, acknowledgement, or other

promotional considerations or benefits. This does not include donations and gifts, or advice to OPL where no business relationship or association is contemplated or is required and where no reciprocal consideration is being sought. Naming rights are not covered as part of this policy. Sponsorship agreements must be approved by the relevant delegated authority based on pre-authorized limits as per the policy.

## Guiding Principles

- All sponsorship agreements must comply with applicable provincial and federal laws and regulations, including the *Ontario Human Rights Code*, the *Municipal Freedom of Information and Protection of Privacy Act*, and all applicable municipal by-laws and OPL policies.
- OPL is a trusted community resource. As such, OPL reserves the right to reject sponsorship activities that, in OPL management's sole opinion, may adversely affect public confidence in OPL or the value of the OPL brand. This includes activities that could be construed as being targeted to children by its manner, and the space that it occupies. OPL will not solicit or accept sponsorship from companies whose reputation could prove detrimental to OPL's public image.
- OPL will not allow sponsorship activities, either directly or through third party arrangements that promote discrimination, hatred, gratuitous violence, obscene or profane language or unfair representation.

## Policy Review

This policy will be reviewed every four years in the first quarter of the second year of the term of the Board, or as required in order to ensure consistency and alignment with related policies.

<b>Effective Date:</b> March 8, 2022	<b>Last Review Date:</b> March 9, 2021
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