

Report to/Rapport au :

**OTTAWA PUBLIC LIBRARY BOARD
CONSEIL D'ADMINISTRATION DE LA BIBLIOTHÈQUE PUBLIQUE D'OTTAWA**

**February 10, 2014
Le 10 Février 2014**

**Submitted by/Soumis par : Jan Harder
Chair, Ottawa Public Library Board /
Présidente, C.A. de la Bibliothèque publique d'Ottawa**

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Ref N°: OPLB-2014-0013

SUBJECT: Sponsorship and Advertising Policy

OBJET : Politique de commandites et publicité

REPORT RECOMMENDATION

That the Ottawa Public Library Board adopt the City of Ottawa's Corporate Sponsorship and Advertising Policy.

RECOMMANDATION DU RAPPORT

Que le Conseil d'administration de la Bibliothèque publique d'Ottawa adopte la politique de la Ville sur les commandites et la publicité.

BACKGROUND

Executive Limitations Policy A.19.2 Fundraising – *Acceptance of Sponsorships* provides a framework for sponsorships within OPL. This policy is outdated and has been identified for review as part of the 2013-2014 Board governance policy review and development plan.

DISCUSSION

This report recommends abolishing OPL's policy and adopting the City policy with regard to sponsorships and advertising. The City's Corporate Sponsorship and Advertising Policy is clear and succinct and is based on a commitment to sponsorships and advertising "consistent with the City of Ottawa's vision, mission and values and that will not compromise or contradict any by-law or policy of the City, or reflect negatively on the City's public image. All sponsorship and advertising agreements shall be established in a manner that ensures access and fairness, and results in the optimal balance or benefits to the City and the community." Further, the City's established policy and process for sponsorships and advertising has been in place since 2005.

As per the Delegation of Authority Policy, the Board is the authority for the approval of strategic frameworks for advocacy, fundraising and major sponsorships. Board adoption of the City's sponsorship and advertising policy is recommended as a strategic framework for sponsorship at this time.

CONSULTATION

OPL staff consulted with City Staff in the development of this report.

LEGAL IMPLICATIONS

There are no legal implications.

RISK MANAGEMENT IMPLICATIONS

There are no risk management implications.

ACCESSIBILITY IMPACTS

There are no accessibility impacts.

TECHNOLOGY IMPACTS

There are no technology impacts.

FINANCIAL IMPLICATIONS

There are no financial implications.

BOARD PRIORITIES

Board governance policy review and development is a key 2013 priority for the Board and aligns with Board strategic priority D: *Excellence in Governance, Accountability and Financial Sustainability*.

SUPPORTING DOCUMENTATION

1. *Board Delegation of Authority Policy*, July 8, 2013.
2. *City of Ottawa Corporate Sponsorship and Advertising Policy*, July 13, 2005.
3. *City of Ottawa, Corporate Advertising Opportunities*, 10 March 2011.