



## **Bee Cave Public Library Sponsorship Policy**

Bee Cave Public Library (BCPL) welcomes sponsorship from local businesses, corporations, families, and individuals. The aim of sponsorship is to obtain funding or in-kind support to provide services and equipment that may not otherwise be available. Gifts, grants, and support from sponsors may be made directly to the library or through the Friends of Bee Cave Public Library. The Friends of BCPL is a 501(c)(3) nonprofit corporation that supports the library through fundraising, advocacy, and volunteering.

### **Guiding Principles**

The following principles will guide Bee Cave Public Library in the solicitation and acceptance of gifts, grants, and support from sponsors to enhance and develop library programs and services:

- All gifts, grants, and support must further the library's mission, goals, objectives, and priorities. Sponsors may not drive the library's agenda or priorities.
- All gifts, grants, and support must safeguard equity of access to library services.
- All gifts, grants, and support must protect the principle of intellectual freedom. Sponsors may not direct the selection of collections or require endorsement of products or services.
- Gifts of books or other library materials will be accepted in accordance with the terms outlined in the BCPL Collection Development Policy.

### **Recognition and Acknowledgement**

The library will ensure that each sponsor receives acknowledgement and public recognition according to the following guidelines:

- A letter of acknowledgement for gifts of money and in-kind support will be sent to all sponsors.
- Public acknowledgement of sponsorship in the library's promotional materials may include 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 library staff to ensure consistency and quality of appearance.

Such acknowledgement will not take precedence or have prominence over the library's own logo or promotional material.

- The library may submit a press release to local newspapers and/or publish an article regarding the sponsorship in the library newsletter at the discretion of the Library Director.
- 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
  - Inclusion of sponsor's name on library promotional materials
  - Display of sponsor's promotional materials during a sponsored event
  - Placement of small standardized plaques on donated furniture or equipment
  - Recognition of sponsor's name on library bookplates

In all cases, the type and scope of donor recognition will be weighed against the benefit to the library and made at the discretion of the Library Director.

### **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 by Bee Cave City Council, 4/26/2016