

The Downingtown Library Company (DLC)

Sponsorship Policy

The Downingtown Library Company (DLC) 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. The DLC Board of Trustees believes that libraries play an essential role in the quality of life of our community and its citizens and in this important function, the library should be supported through public funding. Therefore, sponsorship revenue is welcome as a supplemental source of income.

Definition

A sponsorship is a mutually beneficial exchange whereby the sponsor receives value in return for cash, goods, or services in-kind provided to the DLC. The relationship requires a formal written agreement, sponsorship form, or confirmation setting out the terms of the sponsorship, including any recognition to be provided to the sponsor, and must be signed by an authorized member of the sponsor and by the DLC's Director or designee.

General Guidelines

All potential agreements for sponsorship will be evaluated based upon the following guidelines and must:

- be unambiguous and clearly understood by all parties.
- avoid any real or perceived conflict of interest.
- avoid real or implied endorsement of a product or service.
- further the library's mission, goals, objectives, values, and priorities.
- avoid partnerships with inappropriate individuals and organizations.
- safeguard equity of access to library services.
- avoid any unfair advantage to, or cause discrimination against sectors of the community.
- protect the principle of intellectual freedom. Sponsors may not direct the selection of collections or require endorsement of products or services.
- ensure confidentiality of user records. The library will not sell or provide access to library records in exchange for gifts or support.
- permit the opportunity for other actual or potential donors to have similar opportunities to provide support to the library. There shall be no preferential treatment as a result of such sponsorship, for example, an expectation that a company will get favored treatment by the DLC over a competitor.

Where appropriate, sponsorship should be arranged after publicly calling for expressions of interest to ensure there is no disadvantage to any individual or business.

Individual staff or trustees should not receive any substantial benefit from association with sponsors. Any offers of commissions, gifts, or other financial benefits must be brought to the attention of the Director.

The DLC retains control over any sponsored program, and sponsors shall not expect to have any input into operational matters relating to a project they have sponsored.

Approval, Recognition, and Acknowledgement of Sponsors

The acceptance of sponsorship advertising shall in no way indicate the DLC's endorsement of the sponsor's products and/or services.

The DLC sponsorship policy and applicable forms will be available on the DLC website.

Adopted 1/18/23