Sponsorship Policy

The Burlington Public Library (BPL) welcomes donations and sponsorship from local business, corporations, families and individuals, in order to obtain funding or in-kind support to provide services and equipment that may not otherwise be available. The Board of Trustees of the Burlington Public Library believes that libraries play an essential role in the quality of life of our citizens and in this important function, the library should be supported through public funding. Therefore, sponsorship revenue should only be used to fund optional additional services or new, "start up" services.

In receiving donations and sponsorships, The Board of Trustees of the Burlington Public Library strives to act in a manner that is considerate of the intent of the sponsor, while working within the mission of the library. In order to provide appropriate recognition and use of these forms of sponsorship, The Board of Trustees of the Burlington Public Library has developed this policy.

Guiding Principles

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

- All gifts, grants and/or support must further the library's mission, goals, objectives and priorities. They must not drive the library's agenda or priorities.
- All gifts, grants and/or support must safeguard equity of access to library services. Sponsorship agreements must not give unfair advantage to, or cause discrimination against, sectors of the community.
- Gifts of books or other library materials will be accepted in accordance with the terms outlined in the BPL Collection Development Policy.
- Unrestricted monetary donations will be used at the discretion of the Board to purchase materials or equipment, support Library programs, or in other ways that the Board deems appropriate.
- Restricted monetary gifts will be accepted at the discretion of the Board based on factors such as feasibility, recognition, and consistency with the mission, goals and objectives of the Library. Restricted gifts can only be accepted by the Board of Trustees with a specifically adopted agreement to do so.

Recognition and Acknowledgement

The library will ensure that each sponsor receives acknowledgement and to the degree that the donor is willing, public recognition. The following guidelines will be used in providing acknowledgement to and recognition of sponsors:

- A letter of acknowledgement for gifts of money and in-kind support will be sent to all sponsors and a copy will be placed on file.
- Any special recognition agreements will be stipulated in the letter.
• For gifts of $5,000 and above, donors will be listed on a plaque in the library, if the sponsor is willing.
• 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.
  • Sponsor's name on promotional materials.
  • Small standardized plaques placed on donated furniture or equipment.
  • Library bookplates.
• Plaques, bookplates, and other physical forms of acknowledgement may be moved, removed, or otherwise altered due to the needs of the library.
• In all cases, the type and scope of donor recognition required by the donor will be weighed against the benefit to the library.

**Personal Property**
Gifts of items for permanent display or preservation are not normally accepted. The Library may however, accept such items when all of the following criteria are met:
• The item is specifically and clearly related to the Library or local history, or otherwise serves the library's strategic directions and/or Mission.
• There is adequate and appropriate space to display and/or house the item.
• The item can receive proper care and attention.

All personal property, art objects, paintings, prints, maps, antiques and other collectibles, if accepted, are accepted only on the condition that they may be sold, kept, given away or discarded at the discretion of the Board and/or the Library Director. Specific requests for the disposition of an item will be taken under advisement by the Board, and the gift will be returned if the request is not deemed to be suitable to the goals and objectives of the Library. An appropriate deed of gift or similar document transferring sole and exclusive ownership of the item(s) to the Library will be required.

**Approval**
All gifts or in-kind support given with special requirements must be approved by the Board of Trustees of the Burlington Public Library, with the consultation of the Town Counsel as appropriate.

**Authority for Implementation**
The library reserves the right to make decisions regarding the implementation of each 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. If circumstances should arise such that the uses and purposes for which this donation has been accepted are no longer existent and/or are in conflict with policies of the organization, then the...
Board may use the gift in a manner which is in the best interest of the organization, bearing in mind the wishes of the donor(s) set forth herein.

The Board of Trustees reserves the right to amend this policy, and to rule on situations not specifically covered herein. The Board of Trustees and the Library Director shall review this policy as deemed necessary.

BOARD OF TRUSTEES (Sponsorship Policy)

___________________________________________ Chairman

___________________________________________ Vice-Chairman

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Reviewed May 9, 2019