



# Massachusetts Libraries

BOARD OF LIBRARY COMMISSIONERS

## POLICY

### SPONSORSHIPS AND PARTNERSHIPS

#### MASSACHUSETTS BOARD OF LIBRARY COMMISSIONERS MASSACHUSETTS REGIONAL LIBRARY SYSTEM

The Massachusetts Board of Library Commissioners encourages sponsorship and partnership agreements that increase the level of service available to Massachusetts residents, offer new resources that may not be offered otherwise, and support awareness of libraries and library services

## GUIDELINES

### DEFINITION

Sponsorships and partnerships are defined as mutually beneficial exchanges whereby the Massachusetts Board of Library Commissioners (MBLC) and/or the Massachusetts Library Systems (MLS) receive funds, products or in-kind services from a sponsor or partner. The sponsor in turn benefits from community recognition and affiliation with libraries throughout the state. In general, sponsorships and partnerships are ongoing rather than one-time. Grants for which the MBLC or MLS may apply to receive funding for a specific project(s) or gifts for which the giver requests a simple acknowledgement are not covered by these guidelines.

### APPROVALS

All agreements must be in writing, and approved by the Massachusetts Board of Library Commissioners. Once the Board has approved a sponsorship agreement with a partner organization it is assumed that future sponsorship agreements with that organization are approved. The Board may revoke its approval at any time.

### SPONSORSHIP RECOGNITION

Sponsors will be provided with a level of recognition commensurate with their contribution. These levels will be clearly defined in writing within the sponsorship agreement. In all cases, the recognition required by the sponsor will be weighed against the benefit to the MBLC, the MLS, and their member libraries.

Recognition may include (but is not limited to) the following:

- Recognition of the sponsor in an article in our online newsletters.
- Recognition of the sponsor in media releases.
- Recognition of the sponsor on promotional materials or printed materials related to programs.
- Opportunities to promote services to member libraries. These opportunities must be agreed to ahead of time and included in the sponsorship agreement.
- Recognition at MBLC or MLS events.

We retain sole control of the content of our web sites and other promotional materials. If MBLC or an MLS agrees to display a sponsor's name/logo in our promotional materials, we will decide the placement of the name/logo and it will not take precedence or have prominence over our names/logos.

Recognition will promote the sponsor's corporate name and will not include reference to any specific product. Nor will MBLC or MLS endorse any product or service of its corporate sponsors.

#### GENERAL GUIDELINES

Sponsors will agree to display MBLC and MLS logos according to our logo standards.

Neither MBLC nor MLS name and logo may be used as part of any official endorsement of a sponsor's product or company.

MBLC and MLS will maintain complete control over the member database and mailing list. Addresses of member libraries may be found on the MBLC website.

Purchasing decisions on collections, materials or other items will be made by MBLC and/or MLS unless otherwise specified by the sponsorship agreement.

Sponsorship agreements will not limit the MBLC's or MLS' ability to enter into other agreements with similar organizations.

**Initial policy approval date:      October 2, 2008**

**Policy re-approval date:            July 9, 2015**

**Policy expiration date:             July 9, 2020**