



SUBJECT: STRATEGIC PARTNERSHIP POLICY

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PURPOSE

The purpose of this policy is to set out the principles for the negotiation of strategic partnerships between the Innisfil ideaLAB & Library and external organizations.

POLICY

General

This policy governs strategic relationships including, but not limited to, collaborative arrangements, partnerships, and sponsorships undertaken by the Innisfil ideaLAB & Library.

This policy does not apply to:

- Philanthropic gifts or donations
- Grants or funds obtained from other levels of government
- Arrangements where the Library sponsors or contributes to external projects or other organizations

Application

All users of the Innisfil ideaLAB & Library and Staff and external organizations with whom strategic partnerships have been established.

DEFINITIONS

Strategic Partnership

A contractual arrangement between The Innisfil ideaLAB & Library and an external organization that sets out an agreed-upon exchange of cash, goods and/or services that have a direct measurable value (which includes partnerships and sponsorships). It is mutually beneficial to both the Library and the external

organization. A strategic partnership agreement signed by an external organization and the Library covers a pre-defined period of time. Additional benefits included in a strategic partnership may take various forms such as cash, products or services in-kind, or promotional items, in exchange for marketing value back to the external organization or delivering service to their customer base. The components of a strategic partnership agreement will vary depending on the business category and the needs of the Library.

Partnership

A mutually beneficial agreement that assists both parties in the delivery of a program or service to their customer base.

Sponsorship

A sponsorship is a mutually beneficial exchange between the Innisfil ideaLAB & Library and an outside organization, in which an external party makes a contribution of cash or in-kind goods or services to the Library in return for recognition, acknowledgements, or other considerations. Sponsors receive a benefit of reciprocal value in return for their support and contribution.

Legislative Authority

The Accessibility for Ontarians with Disabilities Act, 2005 received Royal Assent on June 13, 2005. This Act applies to public and private sector organizations and mandates the development, implementation and enforcement of accessibility standards and regulations. The first standard to become law was the Accessible Customer Service Standard. On July 1, 2016, this standard was revoked and replaced with the Integrated Accessibility Standards Regulation which focuses on accessibility issues relating to employment, transportation, design of public space and information and communications. The following requirements are intended to support the purpose and application of the Ontario Human Rights Code. At no time will this policy replace or supersede the rights afforded to persons with disabilities under the Code.

Guidelines

Only companies and organizations deemed appropriate and compatible with the policies, goals, mission, vision and values of the Innisfil ideaLAB & Library will be considered. The CEO or designate will determine on a case-by-case basis whether a strategic partnership is in the best interest of the Library, which may require Board approval.

The Innisfil ideaLAB & Library does not accept any cash or gift of property, pledge of support or noncash gift or services, or enter into any alliance with any company or other organization that produces goods or services that may be considered harmful or illegal for certain members of the community. The Library, at all times, maintains an independent position on issues and concerns. The Library accepts support for collections, programs and services only when the

content is to be determined by the Library. The Library does not accept any support that implies or requires endorsement of products.

Acceptance of corporate support will take the form of a written agreement signed by representatives of the sponsoring organization and authorized representatives of the Library. The agreement will define the terms of the sponsorship and any recognition to be provided to the sponsor.

Any use of the Library's name or logo by the organization involved in a strategic partnership must be approved by the Library prior to its usage.

Parameters of Agreement Development

Strategic partnerships should be sought out and developed by the Senior Management Team. The Senior Management Team will review strategic partnerships and participate in negotiations and pass them on to the CEO for approval.

Any strategic partnership should include the following:

- A demarcation of the goals and expected outcomes for the project
- A definition of the organizational boundaries and clarification of ownership issues
- Identification of a process for communication and sharing of ideas
- A definition of project-related costs and clarification of financial responsibilities for each organization
- Creation of an overview of the project
- Clarification of recognition for each organization
- Creation of a timeline of benchmarks and deadlines
- Identification of project manager(s)

Termination of Strategic Partnership

The Innisfil ideaLAB & Library reserves the right to terminate an existing strategic partnership.

Recognition

The Innisfil ideaLAB & Library reserves the right to determine appropriate publicity, advertising, acknowledgement and recognition of those involved in the Strategic Partnership. The Innisfil ideaLAB & Library may use organizational logos as part of their recognition. Official tax receipts will not be issued to strategic partners for their contribution to the Library in accordance with Canada Revenue Agency regulations.

Related Policies

Donation, Sponsorship and Fundraising

Approved by the Innisfil Public Library Board, March 15, 2021
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