



SUBJECT: STRATEGIC PARTNERSHIP POLICY

Policy No: 2025-11

Date: May 20, 2025

Review Date: May 2029

Pages: 4

PURPOSE

The purpose of this policy is to outline the principles and criteria for establishing strategic partnerships between the Innisfil ideaLAB & Library and external organizations. It formalizes processes that support mutually beneficial partnerships, collaborations, and sponsorships that contribute to the Library's mission, enhance service delivery, and strengthen community impact.

POLICY

General

This policy governs strategic relationships including, but not limited to, collaborative arrangements, partnerships, and sponsorships undertaken by the 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

This policy applies to all Library Employees involved in developing, reviewing, or delivering collaborative initiatives. It also applies to external organizations proposing partnerships that require access to Library resources, space, visibility, or collaborative service delivery.

DEFINITIONS

Co-sponsored Program: A co-sponsored program involves program delivery by an external organization or person at the Library and may be the result of a partnership. This program can be a one-off or one-time series, an ongoing program, or a series of programs. The external programmer has responsibility for planning and implementing the program and the organization or individual is not paid for this work by the Library. Space for and promotion of the co-sponsored program is done by the Library free of charge.

Strategic Partnership: A formal contractual arrangement between the Library and an external organization for a defined period. The agreement outlines mutual objectives and measurable benefits, such as contributions of cash, in-kind goods or services, or promotional support, in return for recognition or collaborative service delivery aligned with both parties' goals.

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 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, acknowledgement, or other considerations. Sponsors receive a benefit of reciprocal value in return for their support and contribution. Sponsorships must comply with all Library guidelines and be free from influence on program content or messaging. Recognition must be approved by the Library and comply with branding guidelines.

GUIDELINES

Types of Strategic Partnerships

Strategic partnerships involve collaboration with an external organization and provide value to the Library, the partner, and the community. Strategic partnerships may include:

- Program delivery or co-facilitation (e.g., co-sponsored programs)
- Joint service initiatives to enhance ongoing services
- Sponsorships that contribute financial or in-kind support

Eligibility Criteria for Strategic Partnerships

To be eligible, a potential partner must:

- Demonstrate alignment with the Library's mission and values
- Operate in a transparent, inclusive, and community-focused manner
- Address community needs or gaps, without duplicating existing services unless expansion is warranted

Requirements for strategic partnership may differ according to the type of partnership. Additional eligibility requirements may include:

- Program Delivery / Co-Sponsorship: Organizations must be not-for-profit, charitable, or community-based. Proposals must serve the public and align with the Library's programming objectives.
- Joint Service Initiative: Organizations must demonstrate subject-matter expertise and the capacity to co-deliver services in a sustained and accountable way.
- Sponsorship: Sponsoring organizations may be for-profit, provided their contributions align with Library values and goals and do not promote harmful or discriminatory products or services.

The following types of proposals or organizations will not be considered for strategic partnerships:

- Organizations whose primary purpose is commercial promotion or product sales.
- Groups whose goals, actions, or messaging conflict with Library policies, values, or applicable legislation.
- Proposals that duplicate existing Library services without demonstrating added value.
- Organizations that lack a clear public service mandate, operational accountability, or community orientation.

Partnership Prioritization

When multiple eligible proposals are under consideration, priority will be given to partnerships that:

- Address the Library's strategic priorities
- Address identified community needs
- Expand access to equity-deserving or underserved populations
- Strengthen the Library's existing services or programming
- Demonstrate potential for sustained, measurable community impact or ongoing collaboration
- Enable innovative programming and community engagement

Evaluation and Approval

All partnership proposals will be reviewed based on:

- Alignment with Library priorities and service goals
- Value to the community and to the Library
- Capacity to deliver (staffing, space, budget)
- Risk assessment and compliance with Library policies

Proposals may be submitted via the Library's Program Proposal Form (see Program Policy) or initiated by Library staff. All proposals will be reviewed by the relevant Manager and may require approval by the CEO or designate. Strategic partnerships involving significant financial, promotional, or operational commitments may require Library Board approval.

Parameters of Agreement Development

Strategic partnerships are initiated and developed under the direction of the Library's Senior Management Team. The Senior Management Team is responsible for identifying opportunities, evaluating potential partnerships, and recommending agreements to the CEO for final approval.

Any strategic partnership should include the following:

- Defined objectives and expected outcomes
- Roles and responsibilities of each organization
- Financial commitments and cost-sharing arrangements
- Recognition and use of branding/logos
- Timeline and communication protocols

Termination of Strategic Partnership

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

Recognition

The Library reserves the right to determine appropriate publicity, advertising, acknowledgement and recognition of those involved in the Strategic Partnership. 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.

Related Policies

Donation, Sponsorship and Fundraising Policy

Program Policy

Room Rental Policy

Approved by the Innisfil Public Library Board, May 20, 2025,
Motion #2025.33

Supersedes Policy #2021-11, approved March 15, 2021, Motion #2021.32