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# Board Policy



## Sponsorships

### Policy Statement

The Pierce County Library System welcomes sponsorships from individuals, non-profit and commercial entities that help underwrite the costs of expanding public access to library services and furthering the mission and vision of Pierce County Library System.

### Definition

An agreement between the Pierce County Library Foundation and a non-library entity, commercial or other entity, in which the entity makes a monetary gift or gift-in-kind of a specific dollar value, in exchange for promotional consideration is defined in the context of this policy as a *sponsorship*.

Certain guidelines apply in deciding the specific nature and conditions of acceptable sponsorships and partnerships. They are:

- All sponsorships will further the Library's philosophy and mission, vision, and values and must safeguard "equal access" to library service.
- Sponsors may not direct and/or affect the selection of particular library materials or vendors, or require endorsement of their products or services.
- Sponsorship opportunities offered by the Pierce County Library Foundation will be approved in advance by the Library's Executive Director, who may consult with the Pierce County Library System Board of Trustees.
- The Pierce County Library Foundation will work with the Library's Executive Director and within the parameters of this policy to develop appropriate recognition commensurate with the amount contributed and weighed against the benefit to the Library.
- Pierce County Library System's logo will have prominence over corporate name and logo. Pierce County Library System events and programs will be named to reflect that it is a Pierce County Library System activity with underwriting providing by the corporate sponsor.
- All sponsor decisions shall be made consistent with all other Pierce County Library System Board policies.

### Board Policy 1.12

Adopted by the Pierce County Rural Library District Board of Trustees, August 22, 1991.

Revised May 14, 2003. Revised August 12, 2009.