

Chatham-Kent Public Library

Naming Rights & Sponsorships Policy

Purpose

The purpose of this policy is to establish the protocol for naming Chatham-Kent Public Library (CKPL) branches, rooms, spaces and collections and engaging in sponsorship arrangements. It provides guidelines that facilitate and support naming and sponsorship opportunities. It ensures the library's reputation, mission, vision and strategic priorities are kept in the forefront when pursuing and agreeing to naming and sponsorship opportunities.

Definitions

Branch is a local library that is part of a larger library system. For example, Chatham Branch is a branch of Chatham-Kent Public Library.

Collection is a range of resources that a library acquires, organizes and makes available to its patrons. It may include books, DVDs, databases, magazines, equipment etc.

Naming rights is a mutually beneficial business partnership between the library and a naming entity wherein the naming entity pays funds to the library in return for the right to name a library space, collection or service, along with any negotiated associate elements, for a specified period of time. Naming rights are longer-term arrangements compared with sponsorships.

Pledge is a commitment of a gift given over a predetermined time frame.

Recognition refers to the acknowledgement and expression of appreciation issued for a donation or a sponsorship that suitably reflects the impact of the donation or sponsorship.

Renaming refers to the bestowal of a new name upon a previously named library branch, room, space, collection or service.

Room is a defined space within a library facility and includes but is not limited to meeting rooms, study rooms and program rooms.

Space is a discrete space within a library facility not enclosed by walls such as a children's area, reading area and outdoor spaces.

Sponsorship is an arrangement under which a corporate entity, individual or community organization can obtain visibility associated with a project or event, in

return for some form of financial support. It is a contracted arrangement between the library and the sponsor, designed to benefit both parties. Sponsorships support short-term initiatives (i.e. one event, one series of events, one project) in contrast to naming rights.

Underlying Principles

Public funding is the principal source of financial support for CKPL and all public libraries in Ontario. Sponsorships provide an opportunity to enhance and promote library services, in addition to recognizing individuals or groups that have made a substantial contribution to the library or community. Sponsorships can help advance the mission of the library over time and enable innovation to meet community needs.

The library welcomes mutually beneficial sponsorships that enrich the lives of residents by enhancing library services.

In developing sponsorship arrangements, the library will:

- ensure the public service objectives of the library or of sponsored events, activities, rooms, spaces and collections are not compromised.
- protect its principle of intellectual freedom and equity of access to its programs, services and collections.
- protect the confidentiality of user records.
- ensure that sponsors do not have any influence on the goals and objectives of library programs, materials selection practices, policies, and strategic priorities of the library.

Sponsorships are meant to enhance and not replace municipal, provincial and/or federal government funding.

The library's Gift Acceptance Policy outlines criteria for establishing and accepting donations, gifts in kind and third-party fundraising.

CKPL is a registered charity and follows the rules and regulations of the Canada Revenue Agency.

Authority

As CKPL operates out of municipally owned buildings, Municipal Council has final approval for naming library branches and significant exterior assets, with input and recommendations from the Library Board. Municipal Council also has authority over naming municipal buildings with shared facilities.

The Library Board Chair and CEO/Chief Librarian will participate on joint naming rights committees whenever assets include library operations.

The Library Board has final approval for naming and sponsorship opportunities for interior spaces, including rooms, spaces and collections. It is committed to developing and maintaining consistent protocols for spaces within shared assets.

Sponsorship agreements with values of \$25,000 or more and/or those with legal or political implications shall be presented to the Library Board for approval. Those valued at \$25,000 or less may be approved by the CEO/Chief Librarian and will be reported to the Library Board.

Considerations

Currently, CKPL branches are named after their geographic locations. Naming of a building, space or object must not cause any potential confusion with the geographic location of the named item.

The library will evaluate each naming opportunity on its own individual merit, as well as both the short-term and long-term appropriateness of a naming.

The library will not enter into a Naming Rights or Sponsorship agreement with any corporation or organization that has a claim or has instituted a legal proceeding against the Library Board or the Corporation of the Municipality of Chatham-Kent, or against whom either the Board or the corporation has a claim or instituted legal proceeding.

Naming Rights and Sponsorship agreements will not interfere with existing contractual obligations.

When naming rights involve corporate naming or dedication, due diligence will be taken to avoid any appearance of commercial influence or conflict of interest.

The library will avoid any association with a company or organization whose identity is incompatible with or whose values are not in alignment with CKPL's mission and vision.

The library will avoid sponsorships for programs, events, services or activities involving or targeted to children from companies whose products cannot legally be sold or distributed to children or are inappropriate for use by children.

No library employee will benefit from a donation or sponsorship beyond what is outlined in the Municipality's Employee Code of Conduct.

Recognition and Termination

Naming Rights will be for 10 years or for the life of the branch, room or space (whichever is less) and 5 years for collections, unless a longer term is approved by the Library Board or Municipal Council.

Naming Rights and Sponsorship agreements will outline the mutual benefits of the relationship, the length of the agreement, any constraints and the pledge schedule if applicable. The agreement will also clearly outline the recognition the sponsor will receive.

CKPL will work with the Municipal Legal Services and Finance, Budget, Information Technology & Transformation teams on the preparation and execution of proposed and final agreements.

Naming Rights agreements will not be recognized until they are signed by the CEO/Chief Librarian and the Board Chair, along with the sponsor or the individual being recognized, or the individual's next of kin.

To the extent that legislation and policy permits, the wishes of the Naming Rights or Sponsorship partner regarding confidentiality will be respected.

The library will oversee the creation and placement of any materials recognizing sponsorships of interior spaces.

Sponsor/donor names and/or logos will not have prominence over the Chatham-Kent Public Library name and/or logo in signage and other means of naming. While the physical display of the naming right shall be negotiated or decided upon on an individual basis, such recognition must not unduly detract from the character, integrity, aesthetic quality or safety of the property or unreasonably interfere with its enjoyment or use.

The library will review the names of its branches, rooms and spaces that fall under the purview of this policy every ten years. If, at any time following the approval of a naming agreement circumstances change significantly, the Board has the authority to withdraw the naming rights opportunity. The Library Board reserves the right to revoke a name or rename at any time.

The Naming Rights agreement can be terminated if the sponsor becomes the subject of any circumstances that could cause the library embarrassment and negatively impact the position of the library in the community.

Charitable receipts cannot be issued for funds, products or in-kind services given to the library as part of a sponsorship agreement.

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Author: H. Wyma

Background Documents: Corporate Sponsorship Policy (appendix to Naming Rights Sponsorship Strategy – Phase 2, Report to Council, June 1, 2021); Employee Code of Conduct; Gift Acceptance Policy.

For more information or alternative formats of this document, please email cklibrary@chatham-kent.ca.