

Donations, Sponsorship, and Naming Agreements Policy

This policy was approved on May 13, 2026.

Purpose

The purpose of this policy is to enable patrons, charitable organizations, and businesses to contribute to Camrose Public Library by establishing clear guidelines for the acceptance and management of donations, sponsorships, and naming agreements.

1. General Guidance

- 1.1. The Camrose Public Library (CPL) welcomes and encourages donations and sponsorships from individuals, groups, businesses, foundations, and corporations.
- 1.2. CPL welcomes donations so long as they comply with the Regulations of the Canada Revenue Agency governing charities.
 - 1.2.1. This includes gifts of cash, gifts-in-kind, etc.
 - 1.2.2. CPL will issue general receipts for gifts-in-kind upon request when proper appraisal information is available. Appraisals will be the responsibility of the donor for gifts-in-kind.
- 1.3. CPL welcomes all forms of support. Unrestricted donations are encouraged because they allow the library to determine the areas of greatest impact. Restricted and capital gifts are also accepted and will be used in accordance with donor intent.
- 1.4. This policy does not apply to grants or funds obtained from various levels of government.

2. Donations/Gifts

- 2.1. A donation is defined as a voluntary transfer of property to the library, made without the expectations that any benefit will accrue to the donor or anyone designated by the donor. The terms donation and gift shall be used interchangeably in this document.
- 2.2. Cash Donations
 - 2.2.1. Donations of \$20 and over will be eligible for an income tax receipt.
 - 2.2.2. Donations can be made physically in the library or online at <https://www.canadahelps.org/en/charities/camrose-public-library-board/>
 - 2.2.2.1. Canada Helps is a non-profit organization that facilitates online donations for charities. In return, Canada Helps retains a small percentage of each online donation to support their efforts.
- 2.3. Books or Other Materials Donations

- 2.3.1. Donations of books or other library materials must meet the library's selection criteria.
 - 2.3.1.1. Donations may be refused at the discretion of CPL.
- 2.3.2. The acceptance, use, location, and disposition of library materials are at the discretion of the Library Director or designate.
- 2.3.3. Individuals who donate gifts of library materials will not normally be issued a charitable tax receipt.
- 2.4. No benefit of any kind may be provided to the donor or designate except where the benefit is of nominal value, per the Canada Revenue Agency, defined as the lesser of \$75 or 10% of the amount of the gift.

3. Unrestricted Donations

- 3.1. An unrestricted donation is a material or monetary gift given to the library to be used at the discretion of the library.
- 3.2. Unrestricted monetary donations will be placed in the current annual operating fund.
 - 3.2.1. The Library Director has the authority to designate unrestricted donations up to a value of \$5000 annually.
 - 3.2.2. Any unrestricted gifts over \$5000 annually will be brought to the board with allocation recommendations for approval.
- 3.3. Unless otherwise specified, all incoming donations are considered unrestricted.

4. Restricted Donations

- 4.1. A restricted donation is a material or monetary gift given for a specific purpose designated by the donor.
- 4.2. All restricted or designated gifts shall be used for the purposes for which they were given unless CPL has obtained appropriate donor authorization to use them for other purposes.
- 4.3. CPL reserves the right to decline a gift if the restrictions of the gift will result in excessive capital or operating costs.
 - 4.3.1. In such cases, donors will be encouraged to consider alternative options.
- 4.4. The library director has the authority to accept restricted donations up to \$5000.
- 4.5. Restricted donations above \$5000 must be approved by the library board prior to acceptance.
- 4.6. For restricted donations of \$5000 or more, a memorandum of understanding must be put into place, outlining:
 - 4.6.1. the designated use of the gift,
 - 4.6.2. a timeframe for the use of the gift,
 - 4.6.3. the form of any recognition to be provided for the gift, and
 - 4.6.4. any additional conditions or requirements of the library board or donor.

5. Sponsorship

- 5.1. Sponsorship is defined as a mutually beneficial exchange between the library and an external organization or individual (the sponsor) whereby the sponsor contributes funds, products, or in-kind services to the library in return for recognition, acknowledgement or other promotional consideration. Sponsorships may involve a more general association between the sponsor and the library or an agreement regarding specific programs, events, services, activities, spaces, or materials.
- 5.2. CPL encourages members of the business community and other organizations to support the library through the establishment of sponsorships, providing financial or in-kind contributions to enhance Library services, collections, and programs.
- 5.3. Sponsors are required to have sponsorship agreements, which need to align with library policies and practices.
 - 5.3.1. Agreements should detail the lifetime of the sponsorship, any renewal process, physical display of the acknowledgement, process for any change of ownership, termination of the sponsorship and conditions therefor, and the amount of the sponsorship.
 - 5.3.2. Only the name of the sponsor may be displayed in physical items or spaces.
 - 5.3.2.1. Sponsor logos may only be used on posters, website, or social media acknowledgement.
- 5.4. The Director can allocate sponsorship funds or materials \$2,000 and under. Anything exceeding \$2,000 will be allocated at the discretion of the Board.
- 5.5. Sponsors may not influence the goals and objectives of the library and/or its programs and services.
- 5.6. Entering into sponsorship agreements does not suggest any endorsement of sponsor products or services by Camrose Public Library.
- 5.7. The library will not relinquish to a sponsor any aspect of the library's right to manage and control any of its assets, facilities, programs, services, staff, or volunteers.
- 5.8. Sponsorship may not be conditionally-based on library performance outcomes.
- 5.9. Tax receipts are not issued for such contributions (CRA regulations), but the library will issue a general business receipt upon request.
- 5.10. CPL endorses the Canadian Library Association's Statement on Corporate Sponsorship Agreements in Libraries, and adheres to the principles outlined in that document (see Schedule A).
- 5.11. The Library reserves the right to refuse any sponsorship that it, in its sole discretion, considers to be inappropriate or unsuitable to the advancement of the mission and objectives of the Library.

6. Naming Agreements

- 6.1. A naming agreement is defined as a legal contract where a company or individual purchases the exclusive right to name a facility, event, or asset for a specified period of time in exchange for payment.
- 6.2. All naming rights agreements require the approval of the library board.
- 6.3. To respect the City of Camrose's leadership role in funding libraries, the library board will consult with City Council before approving any naming rights agreement for a library facility.
 - 6.3.1. The library board, at their discretion, may or may not consult with City Council before approving a naming rights agreement for a major element within a facility.
- 6.4. All naming rights agreements will be for a limited term that will be outlined in a Memorandum of Understanding.
- 6.5. The board reserves the right to revoke a naming decision if it constitutes a significant and continuing impairment to the library's reputation or if the agreed-upon contributions are significantly reduced.
- 6.6. All naming signage will be consistent with the library logo and branding.
 - 6.6.1.1. Only the name, and not the logo, of an organization or individual will be used on any signage. This is in order to protect the integrity of the Camrose Public Library's brand, limit confusion over the nature of facilities, and avoid the perception of advertising.
 - 6.6.1.2. Logos may only be used on posters, website, or social media acknowledgement, but the terms of such use must be clearly outlined in the memorandum of understanding.
- 6.7. The Director can allocate naming agreement funds or materials \$2,000 and under. Anything exceeding \$2,000 will be allocated at the discretion of the Board.
- 6.8. The Library reserves the right to refuse any naming agreements that it, in its sole discretion, considers to be inappropriate or unsuitable to the advancement of the mission and objectives of the Library.

7. Recognition Guidelines

- 7.1. Donor recognition will not be extravagant. In accordance with Canada Revenue Agency regulations, CPL will limit expenditures for recognition devices and systems to not more than 3% of the value of the gift.
- 7.2. CPL will respect the wishes of persons and organizations that wish to remain anonymous in respect to being publicly identified as a supporter and/or having the amount of their contribution publicly disclosed.

8. Guide for Receipts

Contribution Type	Receipt Provided
Cash Donation	Official Charitable Tax Receipt
Gift-in-Kind Donation	Official Charitable Tax Receipt if requested (fair-market value, donor must provide appraisal documents)
Sponsorship	Business Receipt (not eligible for charitable tax receipt)
Naming Agreement	Business Receipt (not eligible for charitable tax receipt)

References

Corporate Sponsorship. EPL. (n.d.). https://www2.epl.ca/public-files/policies/board-policies/corporate_sponsorship_b-2022.pdf

Donations & Sponsorships. Fort Saskatchewan Public Library. (2025, June 25). <https://fspl.ca/about/documents-and-policies/>

Donations, Gifts, and Sponsorship Policy. Grimsby Public Library. (n.d.). <https://www.grimsbylibrary.ca/about-us/policies-and-documents/>

Sponsorship Policy, Toronto Public Library. (2025, March 24). <https://tpl.ca/policies-and-terms-of-use/sponsorship-policy/>

Appendix A: Camrose Public Library Sponsorship Opportunities

Item	Examples	Duration	Suggested Value	Annual Opportunities	Suggested Recognition Parameters
Book	A hardcover item of the library's choice.	Lifetime of the item.	\$30	1000	A 2 cm x 8 cm nameplate on the inside of the cover, stating either "Sponsored by" or "Dedicated to" followed by the handwritten name of the donor or honouree.
Kit	A library of things kit, such as a birdwatching nature kit.	Lifetime of the item.	\$200	4	A 4 cmx 8 cm label on the bag or box, stating either "Sponsored by" or "Dedicated to" followed by the handwritten name of the donor or honouree, and 2 cm x 8 cm nameplates in all books included in the kits.
Single Shelf	A single shelf of books in any collection.	1 Year	\$100	100	A 2cm x 10 cm nameplate on the shelf, stating either "sponsored by" or "dedicated to" followed by the name of the donor or honouree, followed by the period of the sponsorship (ex. 2026-2030). The library reserves the right to move the nameplate to another shelf.
Endcap Shelves	The end-cap of a row of books.	1 Year	\$1000	8	A 3" x 11" nameplate on the endcap, stating either "sponsored by" or "dedicated to" followed by the name of the donor or honouree, followed by the period of the sponsorship.

Event – Small (Estimated ~20 People)	Author Reading	Single Event	\$250	10	Company Name & Logo on the single event poster and in social media posts about the program, with a thank you social media post following the event.
Event – Large (Estimated 75- 250 People)	Summer Kick Off Party or Holiday Party	Single Event	\$2500	2	Company Name & Logo on the special event poster and in social media posts about the program, with a thank you social media post. An ad in a local paper in advance of the event that contains the company name & logo.
Ongoing Program - Monthly	Unplanned Band, Climate Cafe	1 Year	\$750	2	Company Name & Logo on the program poster for a period of 12 months, and in social media posts about the program, with a thank you post announcing the new or renewed sponsor.
Ongoing Program - Weekly	Books & Bounces, Saturday Crafternoons	1 Year	\$1,500	6	Company Name & Logo on the program poster for a period of 12 months, and in social media posts about the program, with a thank you post announcing the new or renewed sponsor.
Ongoing Program – Multiple Days of the Week	Something Cool After School	1 Schoolyear	\$5000	1	Company Name & Logo on the program poster for the full schoolyear, and in social media posts about the program, with a

					thank you post announcing the new or renewed sponsor, and a thank you social media post & in the Booster at the end of the school year.
Ongoing Program - Seasonal	Summer Programming (Book Bike)	1 Summer	\$10,000	1	Company Name & Logo on the program poster for the full summer, and in social media posts about the program, with a thank you post announcing the new or renewed sponsor. An ad in the Booster promoting the program at the start of the season with company name & logo. A thank you social media post. at the end of the school year.
Print Publication – Mindmasters Newsletter	Monthly newsletter designed for seniors. Approximately ~150 circulated monthly (number subject to change)	1 Year	\$750	1	Company Name & Logo in each of the 12 issues of the Mindmasters newsletter. Social media posts about the program, and a thank you post announcing the new or renewed sponsor.
Room in the Library - The CAVE	Small community office, 3-4 person capacity.	1 Year	\$1000	1	A 3" x 11" nameplate beside the door to the room, stating either "sponsored by" or "dedicated to" followed by the name of the donor or honouree, followed by the period of the sponsorship.

Room in the Library - The Sunroom	Medium meeting room, 5-10 person capacity.	1 Year	\$2000	1	A 3" x 11" nameplate beside the door to the room, stating either "sponsored by" or "dedicated to" followed by the name of the donor or honouree, followed by the period of the sponsorship.
Room in the Library - The Storytime Room	Medium Meeting room, 10-20 person capacity.	1 Year	\$3000		A 3" x 11" nameplate beside the door to the room, stating either "sponsored by" or "dedicated to" followed by the name of the donor or honouree, followed by the period of the sponsorship.

Schedule A

Canadian Library Association / Association canadienne des bibliothèques Position Statement on Corporate Sponsorship Agreement in Libraries

Approved by Executive Council ~ June 21, 1997

Libraries enrich lives, provide information needed for work and daily living, and foster informed communities which are essential to a democratic society. In recognition of this important function, communities support libraries through public funding. The library's first priority is to ensure the continuation and growth of this primary relationship -- public funding for the public good.

CLA encourages and supports advocacy to maintain and develop public funding as the principal source of support for public, school, academic and government libraries.

Publicly funded libraries can and do explore other sources of funding, such as grants, gifts, donations, partnerships and sponsorships, to ensure that they provide the best possible services to their communities. Corporate sponsorships are one source of additional support that allows libraries to enhance the level, extend the range, or improve the quality of library service.

To ensure that partnerships enhance the library's image and add value to library services, libraries need to develop policies and sponsorship agreements that outline the conditions and the benefits of the sponsorship arrangement.

CLA believes that the following principles are important in developing sponsorship policies and agreements. Libraries have a responsibility to:

1. demonstrate that sponsors further the library's mission, goals, objectives and priorities, but do not drive the library's agenda or priorities.
2. safeguard equity of access to library services and not allow sponsorship agreements to give unfair advantage to, or cause discrimination against, sectors of the community.
3. protect the principle of intellectual freedom and not permit sponsors to influence the selection of collections, or staff advice and recommendations about library materials, nor require endorsement of products or services.
4. ensure the confidentiality of user records by not selling or providing access to library records.
5. be sensitive to the local political and social climate and select partners who will enhance the library's image in the community.

Amendment History

Effective Date: December 10, 2025	Donations, Sponsorships, and Naming Agreements Policy.	C. MacDonald	Board Approval December 10, 2025.
Date of Update: May 13, 2026	Updated 5.4 & 5.10 Added dollar amounts to Director's approval. Reworded 6.7 & 6.8 compacting reasons to refuse going into an agreement.	A. Martin A. Haugen	Board Approval May 13, 2026