

United for Libraries Corporate Sponsorship Policy

Preamble

United for Libraries: The Association of Library Trustees, Advocates, Friends and Foundations, a division of the American Library Association (ALA), greatly values support from reputable corporations to further the organization's mission to support those who govern, promote, advocate, and fundraise for all types of libraries. Financial support from corporate sponsors allows the organization to engage in mission-focused programs and activities that could not otherwise be pursued. The following guidelines have been established to ensure that all of United for Libraries' corporate sponsorship arrangements advance United's mission and strategic goals, serve the best interests of the organization, retain United's independence, and avoid conflicts of interest.

Definition of Corporate Sponsorship

For the purpose of these guidelines, "corporate sponsorship" means a contribution from a business (either in cash and/or in-kind) that is provided as a donation to support specific programs, services, activities, or events of United.

Consistency with United's Mission

United will not partner with businesses for corporate sponsorships if the business or products sold are inconsistent with ALA's and United's mission. ALA Policy 9.1, "The Use of ALA's Name and Joint Relationships," will be consulted when vetting all potential corporate sponsorships.

Review and Approval

Any proposed corporate sponsorship must be reviewed and approved by the Executive Director, with support from the Executive Board, to ensure that the arrangements are consistent with United's mission and goals, align with United's sponsorship policy, and that any potential conflicts of interest are disclosed and addressed in accordance with United's conflict of interest policy. Each corporate sponsor must agree that United's Executive Director or their designee will review and approve all marketing materials prepared by the corporate sponsor bearing United's name, logo, and/or other identifying information prior to publication or dissemination.

No Endorsement

United does not endorse its corporate sponsors, their policies, products, or services, nor imply that United will exert any influence to advance the corporation's interests outside the particulars of the arrangements made for the sponsored event or activity. The following language will be included in any written agreement with the corporate sponsor: "United's name, logo, and/or identifying information may not be used in a manner by the corporate sponsor that would express or imply United's endorsement of the corporation or its products, services, or policies."

Written Agreement

The terms, conditions, and purposes of the financial support will be documented by a signed agreement between the corporate sponsor and United. The agreement will identify whether any of the payments from the sponsor are for advertising.

No Free Advertising or Substantial Return Benefit

Sponsors are making a contribution to support United's mission and are not entitled to receive free advertising or other substantial return benefits from United, as defined by the Internal Revenue Code or Internal Revenue Service rules and regulations (Internal Revenue Service 2020). United may, in its sole discretion, provide acknowledgments of a sponsor's contributions.

Acknowledgments

Consistent with federal tax laws, United may acknowledge the corporate sponsor's cash and/or in-kind support in United's program materials and activities. Such acknowledgments are determined based on level of sponsorship or support and will be created by, or subject to prior review and approval by, the United Executive Director.

No Contingent Payments

United will not enter into any arrangements with corporate sponsors where the amount of payment by the corporation is contingent upon attendance at an event or any other measures of public exposure or response.

Special Events

United reserves the right to approve the content and speakers at any sponsored activity or event, and has the final say as far as content, planning, and execution of the activity. United's Executive Director or their designee will review and approve all marketing materials prepared by the corporate sponsor related to the special event bearing United's name, logo, and/or other identifying information prior to publication or dissemination.

Reports

Reports on United corporate activities relating to corporate sponsors will be regularly presented to the United Board of Directors.

Exclusivity

Whenever possible and feasible, United shall seek funding for programs from a variety of sources. It is understood, however, that occasions may arise when support of a specific event, program, or special event from a single source is appropriate. United will exercise special caution so that in circumstances when single support is granted, United avoids conflicts of interest and guards against any perception of conflict of interest.

Indemnification/Insurance

Where appropriate, United will ensure that sponsoring organizations agree to indemnification and hold harmless provisions to protect United and its officers, directors, employees, and agents against any liability that might arise out of the sponsoring organizations' acts or omissions with respect to a particular arrangement, including but not limited to any acts or omissions relating to the marketing, sale, dissemination, and/or use of a corporate sponsor's products. United may also require corporate sponsors to add United to the sponsors' liability insurance where appropriate.

Termination

United reserves the right to terminate, at any time and at the discretion of the United Executive Director in consultation with the Executive Board, any corporate sponsorship if the sponsor or its representatives or agents engage in any conduct that would lead United to reasonably determine that its continued participation in the arrangement with a particular company would adversely affect the goodwill and reputation of United or its members.

Oversight

United's Board of Directors is responsible for establishing the principles and guidelines governing United's relationships with corporations. The United Executive Director is responsible for day-to-day oversight of all corporate sponsorship arrangements.

References

Internal Revenue Service. "Advertising or Qualified Sponsorship Payments?" January 9, 2020.
<https://www.irs.gov/charities-non-profits/advertising-or-qualified-sponsorship-payments>

Adopted by the United for Libraries Board of Directors in March 2020 and adapted from the National Council of Nonprofits' "Term Sheet for Developing Policy Guidelines on Corporate Sponsorships."