



Sponsorship Policy

Version 4.1

Date: January 2020

Policy Information	
Policy Title	<i>Sponsorship Policy</i>
Policy Number:	<i>POL040</i>
Version	<i>4.1</i>
Policy Sponsor	Director of Business Support
Policy Owner	Head of Strategic Marketing and Communications
Committee and date recommended for approval	Business Support Committee 30 January 2020
Date approved by the Board	<i>13 February 2020</i>
Equality Screening Status	1. Screened: <i>2010</i> 2. Screening Reviewed: July 2019
Rural Needs Impact Assessment Status	1. Rural needs impact assessed: 10 July 2019
Date Set For Review	January 2023
Related Policies	<ul style="list-style-type: none"> • Code of Conduct for Staff • Code of Conduct for Board Members • Gifts and Hospitality Guidance • Gifts and Hospitality Policy • DAO (DoF) 02/16 - Guidance on Activity/Event Sponsorship and Partnership Marketing • Libraries NI Conflicts of Interest Policy • NIAO – Conflicts of Interest – A Good Practice Guide (2015)

Sponsorship Policy

1. Introduction

- 1.1 Libraries NI welcomes sponsorship in the form of money or other resources from organisations and individuals. The aim of sponsorship is to obtain funding or in-kind support to enhance service delivery. Libraries NI believes that libraries play an essential role in the quality of life of our citizens and in this important function, the library should be supported through public funding. Sponsorship opportunities will be considered in this context.

2. Purpose

- 2.1 This policy sets out Libraries NI's approach to commercial sponsorship and aims to:

- ensure that any sponsorship is undertaken in line with best practice in corporate governance
- recognise the potential benefits of sponsorship
- comply with the DoF Guidance on Activity/Event Sponsorship and Partnership Marketing
- comply with NIAO – Conflicts of Interest – A Good Practice Guide (2015)
- provide clear messages to staff and Board members about possible initiatives carried out in conjunction with the commercial sector
- ensure that Libraries NI work and reputation is not compromised in any way
- protect Libraries NI, individuals within it and the commercial partner.

3. Policy

- 3.1 The following principles will guide Libraries NI in the solicitation and acceptance of sponsorship to enhance or develop library programmes and services:

- all sponsorship must further Libraries NI's mission, goals, objectives and priorities
- sponsorship support should only be considered when it would be likely to produce significant net benefit for Libraries NI and its customers with no adverse impact on Libraries NI's corporate values or the public interest
- sponsorship must support the library's agenda and priorities rather than drive these

- all sponsorship must safeguard equity of access to library services
- all sponsorship must protect the principle of intellectual freedom
- all sponsorship must leave open the opportunity for other actual or potential sponsors to have similar opportunities to provide support to the library in the future
- sponsorship should be sought in a transparent and fair manner in accordance with this policy
- direct sponsorship approaches should be managed in accordance with DoF guidance DAO (DoF) 02/16
- the appropriateness of the sponsoring firm and the nature of its products must always be considered when reviewing sponsorship opportunities
- sponsorship should be reviewed on a regular basis for financial viability, appropriate business practices and policies and continuing benefit to Libraries NI and its customers
- Libraries NI must act with, and be seen to be acting with, impartiality, honesty and integrity when entering into any sponsorship agreement
- Libraries NI will provide appropriate recognition opportunities proportionate to the level of sponsorship and the nature of the funding
- an appropriate level of evaluation should be applied to each sponsorship opportunity agreed after the event
- all issues of recognition will be assessed individually
- an agreement will be put in place for each sponsorship opportunity with clear recognition of the requirements of the DoF Guidance and NIAO Conflicts of Interest Good Practice Guide.

4. Authority

policy Sponsor: Director of Business Support
policy Owner: Head of Strategic Marketing
policy Contact: Communications Officer

5. Related Documents

- Code of Conduct for Staff
- Code of Conduct for Board Members
- Gifts and Hospitality Guidance
- Gifts and Hospitality Policy

- DAO (DoF) 02/16 - Guidance on Activity/Event Sponsorship and Partnership Marketing
- Libraries NI Conflicts of Interest Policy
- NIAO – Conflicts of Interest – A Good Practice Guide (2015)