

Sponsorship Policy

Purpose and Definitions

As part of its fundraising efforts, The Westport Library (“Library”) may seek and/or accept sponsorships from corporations, individuals, and community organizations (“Sponsors”) to support Library programs, services and events.

A Sponsorship is an arrangement in which a Sponsor provides financial or in-kind support to the Library and, in exchange, receives public acknowledgment of that support by the Library.

General Conditions:

1. Sponsorships must support and be consistent with the Library’s mission and strategic objectives.
2. The Library is committed to serving as an open and welcoming public institution for all members of the community. Sponsorships must be consistent with that commitment and must not interfere with the Library’s role as an open and accessible civic institution.
3. The Library retains sole control over the nature, placement and duration of all acknowledgements.
4. The Library reserves the right to refuse any Sponsorship that it determines, in its professional judgment, is not in the best interests of the Library. The Library may also terminate a Sponsorship at any time in its sole discretion if it determines that continued association is no longer in the best interests of the institution. In the event of termination by the Library, funds already received are non-refundable.
5. A Sponsorship provides recognition of the Sponsor’s support but does not imply endorsement by the Library of the Sponsor’s products, services, or viewpoints.
6. A Sponsorship does not imply exclusivity or an exclusive association with a Library program, event, or category of activity unless specifically stated in a written agreement.
7. Sponsors shall not receive any rights to influence Library operations, policies, programming, collections, or other decisions of the Library.
8. Sponsors may not use the Library’s name, logo or other identifying marks without the Library’s prior written permission.
9. Any Sponsorship valued above \$100,000 shall be subject to Board approval.

10. Any Sponsorship with a multi-year term shall be subject to Board approval.
11. All decisions regarding Sponsors and Sponsorships, other than those requiring Board approval, shall be made by the Executive Director, Director of Development or a designated staff member and shall be communicated to the Board in a timely manner. Such communication is intended for transparency and accountability and does not constitute approval or review authority by the Board.
12. Sponsorship activities shall be conducted in a manner consistent with the Library's tax-exempt status and in compliance with all applicable IRS rules concerning charitable organizations, sponsorship recognition, advertising and unrelated business income.
13. Sponsors and their representatives will not be provided, receive, purchase, collect, retain or use consumer, marketing or personal information from Library patrons or event attendees for commercial purposes. Nothing in this policy shall prohibit patrons or attendees from voluntarily and independently providing their information directly to a Sponsor on their own initiative.
14. Sponsor signage on Library property shall comply with the size, placement and prominence standards set forth in the written Sponsorship agreement and applicable Library guidelines. Sponsor signage shall not exceed Library signage in visual prominence. The Executive Director shall establish and maintain standard signage guidelines for sponsored events.

Process

The Executive Director, Director of Development or a designated staff member may approach prospective Sponsors, or potential Sponsors may submit proposals to the Executive Director for Sponsorship opportunities.

Proposals for Sponsorships will be evaluated on a case-by-case basis using professional judgment and consideration of alignment with the Library's mission and strategic direction.

All approved Sponsorships shall be memorialized in a written agreement that sets forth the parties, terms, and conditions of the Sponsorship.

The Board may revise this Policy at any time.

Adopted by the Board of Trustees on May 20, 2026