



MEMORANDUM

To: Newmarket Public Library Board

From: Todd Kyle

Date: September 16, 2015

Re: **Sponsorship and Naming Rights**

At the request of the Board, a meeting was held in July 2015 between Library staff and senior staff of Community Services/Recreation and Culture from the Town of Newmarket about aligning the Library with their sponsorship program.

The Marketing and Sponsorship division of Recreation and Culture operates a robust sponsorship and naming rights program. The approach is to talk to potential clients about their messaging and branding needs and look for areas in which those are in synergy with Town facilities and programs, and from there to offer a sponsorship package. The Town is of the opinion that the addition of Library facilities may in some cases increase the value of a package offered, and so are willing to add various Library facilities and programs to their inventory of options to consider.

Revenue from any sponsorship agreement resulting would be shared with the relevant parties, and negotiated on a case by case basis depending on the relative value each brings to the package. The end goal is to bring more opportunity to the community by leveraging sponsorship revenue.

The following were discussed as potential Library sponsorship assets:

- Meeting rooms (which may involve privileged use of the room for the sponsor)
- Special workstations:
 - The Curve youth collaboration centre
 - 3D printer and makerspace (under development)
 - Digital Media Station (under development)
- Programs for young people:
 - Lifelong Reading Author Series
 - LEGO Mindstorms and Tech Time for Kids
 - 3D Design Courses

The following motion is recommended:

THAT the Library Board receive the report on Sponsorship and Naming Rights.