



**To:** Library Board of Trustees

**From:** Jennifer Jones, Library CEO

**Meeting Date:** March 27, 2018

**Subject:** Report PPL18-021  
Sponsorship Update

---

## **Purpose**

A report to inform the Library Board of matters concerning potential Sponsorship opportunities for the Library.

## **Recommendation**

That the Library Board approve the recommendation outlined in Report PPL18-021, dated March 27, 2018 concerning the Sponsorship Update, as follows:

That the report be received for information.

## **Budget and Financial Implications**

There is no budget or financial implication resulting from the approval of the recommendation of this report.

## **Background**

Library Board members were provided with a list of other City facilities with digital screens similar to those being proposed for the Library. Board members were asked to visit the locations, if time permitted, and bring any comments back to the group for discussion.

Scott Elliott, the City's Corporate Sponsorship Coordinator, has advised that there may be an opportunity for the placement of a dual digital screen in the library along with a number of single screens. These areas will need to be examined for their feasibility and

compliance with technical requirements, sponsorship parameters, service needs, and are subject to Board approval.

Submitted by,

Jennifer Jones  
Library CEO

Contact Name:  
Jennifer Jones  
Phone: 705- 745-5382 Ext.2370  
E-mail: [jjones@peterborough.ca](mailto:jjones@peterborough.ca)