



**Peterborough
Public Library**

To: Peterborough Public Library Board of Trustees

From: Jennifer Jones, Acting Library Manager/CEO

Meeting Date: September 27, 2016

Subject: Report PPL16-031
Corporate Sponsorship Opportunities

Purpose

A report to inform the Library Board of corporate sponsorship opportunities, through a presentation by the City's Corporate Sponsorship Coordinator.

Recommendation

That the Library Board approve the recommendation outlined in Report PPL16-031 dated September 27, 2016, of the acting Library Manager/CEO, as follows:

That a presentation on corporate sponsorship opportunities by the City's Corporate Sponsorship Coordinator be received.

Budget and Financial Implications

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

Background

The City has recently hired a Corporate Sponsorship Coordinator. This position will lead the process of generating additional non-tax revenues through partnerships, sponsorships and advertising at City owned facilities, on City owned assets, and through the City's various publications.

The Corporate Sponsorship Coordinator, Scott Elliott, will attend the Library Board meeting on September 27, 2016, to make a presentation that speaks to his role in the Corporation, and explores corporate sponsorship opportunities at the Library.

As an aid, the Canadian Library Association's Position Statement is attached.

Submitted by,

Jennifer Jones
Acting Library Manager/CEO

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Attachment:
Appendix A - Canadian Library Association's Position Statement