

As all negotiations are complete, appropriate approvals have been finalized and the public announcement has been made (see December 14, 2015 – Agenda Item No. 16 – Naming and Sponsorship for Musical Instrument Lending Library report – Rec. No. 2), Confidential Attachment No. 1 is now public in its entirety.

Naming and Sponsorship for Musical Instrument Lending Library

Date:	December 14, 2015
To:	Toronto Public Library Board
From:	City Librarian

RECOMMENDATIONS

The City Librarian recommends that the Toronto Public Library Board:

1. approves the naming of the Sun Life Financial Musical Instrument Lending Library; and
2. approves the sponsorship of the Musical Instrument Lending Library for 2016 and 2017 at the giving level of \$160,000 cash support with additional in-kind support for a two-year pilot program at Toronto Public Library, and under the terms and conditions as described in this report.

CONFIDENTIAL INFORMATION

In early 2015, the Toronto Public Library Foundation was approached by Sun Life Financial to explore the innovative idea of establishing a musical instrument lending library in public library systems across Canada.

Following an investigation and assessment by TPL staff, in July 2015, a proposal was submitted to Sun Life Financial in support of a two-year pilot program.

This report recommends that the Toronto Public Library Board approve the naming of the Sun Life Financial Musical Instrument Lending Library and approve the sponsorship of this program for 2016 and 2017 at the giving level of \$160,000 cash support with additional in-kind support over a two-year period.

Toronto Public Library will provide:

- adequate secure storage space for the instruments;
- an effective service delivery model;
- promotion of the project throughout its communications vehicles;
- staff lead and ongoing staff support.

Working with Sun Life’s Project Consultant, Toronto Public Library will:

- assist with the instrument drive;
- assist with the media launch.

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Throughout the first year pilot project, TPL will collect and analyse feedback from users and staff in order to make recommendations for future directions, including the desired collection size and content and complementary programming opportunities.

The Library's Naming and Sponsorship policies require that the Library Board approve the naming of programs.

The sponsorship meets criteria set out in the Library's Naming and Sponsorship policies as follows. The Board's Naming Policy provides for the naming of a program where the gift constitutes a significant portion of the total cost of the program named – either funding the total cost of the project, or providing a substantial proportion of the required funding for the project. In reviewing a request for naming, consideration is given to whether the initiative could proceed without the gift; the distinction, reputation and integrity of the individual or corporation whose name will be associated with the program; and the relationship of the corporation to the Library.

The Board's Sponsorship Policy provides for mutually beneficial sponsorships based on: the merits of the sponsorship, whether it meets Library priorities, considering the best interest of the public, appropriateness to children, appropriateness of the sponsor, appropriateness of the benefits to the sponsor, and consideration as to whether it may compromise Library principles and policies.

The Musical Instrument Lending Library meets the conditions and criteria as outlined in both these policies.

This is a new sponsorship. An amount of \$160,000 cash support with additional in-kind support is being presented for the 2016-2017 pilot program.

Appropriateness of the Sponsor

The sponsorship is being recommended based on its benefits for the Library, its monetary value, the reputation of Sun Life Financial for corporate and social responsibility and the eight-year successful partnership with Sun Life Financial through its support of the MAP program (totalling \$1,800,300 since 2007) and The Book Lover's Ball (\$165,000 since 2011).

Sun Life Financial (SLF) has a long-standing history of support of arts, culture and community initiatives all across Canada. Its "Making the Arts More Accessible" program, launched in 2005, grew in reach and scope during 2006, as it increased the number of arts organizations included in the program, enabling them to offer free admission, or admission at discounted rates. Through "Making the Arts More Accessible", the experience of performing and visual arts is made available to thousands of individuals, children and families who might not otherwise be able to afford to attend.

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General Terms of the Agreement

Recognition benefits for the proposed 2016-2017 Musical Instrument Lending Library include the following:

Naming:

- naming of the program as the Sun Life Financial Musical Instrument Lending Library; all collateral, including on-line will use the approved name;

In Branch:

- logo recognition on on-site promotional signage at Parkdale Branch;
- logo recognition on all Musical Instrument Lending Library-related promotion;
- music instrument display case will feature signage with the approved name (SLF to provide);
- logo recognition in the form of stickers on all instrument cases (SLF to provide);
- recognition of Sun Life's support of Musical Instrument Lending Library in association with the Music Library page in What's On – the Library's program guide (distribution of approx. 50,000 to all 100 branches); spring and fall issues;

Online:

- name recognition on Musical Instrument Lending Library in association with the Music Library page on the Library website (26 million visits in 2014);
- presence on the TPL website via program ads and spotlights;

Public Relations:

- program and gift announcement featuring Sun Life Financial's support;
- launch event; will be presented by Sun Life Financial;
- instrument drive will be in association with Sun Life Financial;

Donor Recognition via the Foundation:

- annual and cumulative recognition on Donor Wall at the Toronto Reference Library;
- corporate name recognition on the Foundation website, in What's On and the Foundation's Annual Report;
- editorial recognition on TPLF website, annual report and newsletter;
- annual stewardship report;
- invitation to annual Foundation donor and special events;

Business & Rights Benefits

- The right of first refusal for all sponsorship opportunities pertaining to the Musical Instrument Lending Library program during the term of this agreement and for renewal of the agreement.

The Library would like to recognize the work of the TPL Foundation in their success in providing such a strong partner for this program.

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SIGNATURE

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