

*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. 2 is now public in its entirety.*



## **MEMO**

**Date:** November 30, 2015

**To:** Vickery Bowles, City Librarian

**From:** Heather Rumball, President, Toronto Public Library Foundation

**RE:** **Naming Recognition and Sponsorship in association with Musical Instrument Lending Library at Toronto Public Library**

## **SUMMARY**

This Memo recommends that Toronto Public Library authorize release of the name and general terms of the sponsorship arrangement for the Sun Life Financial Musical Instrument Lending Library.

## **RECOMMENDATION**

It is recommended that Toronto Public Library:

1. approves naming and sponsorship of the Sun Life Financial Musical Instrument Lending Library. The naming will be based on a giving level of \$160,000 cash support with additional in kind support over a two-year period and will be recognized through program related donor recognition.

## **BACKGROUND**

In early 2015, 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.


### **Recognition in Association with the Musical Instrument Lending Library**

Recognition benefits for the proposed 2016-2017 Musical Instrument Lending Library will include naming and logo recognition on in branch materials, online, and via public relations.

## **TERMS OF ANNOUNCEMENT:**

The Toronto Public Library Foundation requests that this matter be held in confidence by Toronto Public Library board until the public announcement planned for 2016.

**SIGNATURE:**

A handwritten signature in cursive script that reads "H Rumball".

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