

**APPENDIX B
GUIDELINES FOR SPONSOR RECOGNITION**

New Brunswick Public Library Service (NBPLS) and New Brunswick Public Libraries Foundation (NBPLF) values and respects its sponsors who have contributed to the provision of quality library programs, services and resources for public use.

The purpose of recognition is to thank our sponsors and to encourage others to sponsor and build long-term relationships with the NBPLS and NBPLF.

Efforts should be made to ensure that recognition is timely, meaningful to the sponsor, appropriate and equitable. And where appropriate that the relevant partners all agree on the type of recognition being assigned.

Sponsor recognition may take the following form(s):

- ❖ Sponsors may be recognized by invitation to the launch of the library program, service or event supported as a guest and/or guest speaker.
- ❖ Sponsors may be recognized by the placement of their name and/or logo on library property (e.g. library cards, collections) and/or on print or electronic materials (e.g. bookplates, bookmarks, posters, flyers, banners, brochures, reports, newsletters, a library's webpage).
 - The size, format and location of a sponsor's name and/or logo will be controlled to ensure both consistency and quality of appearance. Such recognition will not take precedence or have prominence over the library's own logo or the library's promotional material.
 - Municipalities may wish to be involved in the type of recognition offered to sponsors when it relates to their area of responsibilities (e.g. equipment, furniture, facilities, rooms).