



Corporate Sponsorship Guidelines

Preamble

Core: Leadership, Infrastructure, Futures, (Core) a division of the American Library Association, a division of the American Library Association (ALA), greatly values financial support from reputable corporations to further Core's mission to cultivate and amplify the collective expertise of library workers in core functions through community building, advocacy, and learning. Financial support from corporate sponsors may allow Core to engage in mission-focused programs and activities that could not otherwise be pursued. The following guidelines have been established to ensure that all of Core's corporate sponsorship arrangements advance Core's mission and strategic goals, to serve the best interest of Core.

Definition of Corporate Sponsorship:

For the purpose of these guidelines, "corporate sponsorship" means a contribution from a business (either in cash or in-kind) that is provided as a donation to support initiatives, specific programs, activities, or events of Core.

Consistency with Core Mission and Strategic Plan

Core will not affiliate with businesses for corporate sponsorships if the business or products sold are inconsistent with ALA's and/or Core's mission and strategic plan. ALA Policy 10.1, "The Use of ALA's Name and Joint Relationships," will be consulted when vetting all potential corporate sponsorships.

Review and Approval

Any proposed corporate sponsorship will be vetted by the Core Office to ensure that the arrangements are consistent with ALA's and Core's mission and goals, and that any potential conflicts of interest are disclosed and addressed; ALA policies and directives will be adhered to as part of the vetting process. Each corporate sponsor must agree that the Core Office will review and approve all marketing materials prepared by the corporate sponsor bearing Core's name, logo, and/or other identifying information prior to publication or dissemination.

No Endorsement

Core does not endorse its corporate sponsors, their policies, products, or services, nor imply that Core will exert any influence to advance the corporation's interests outside the particulars of the arrangements made for the sponsored event or activity. The following language will be included in any written agreement with the corporate sponsor: "Core's name, logo and/or identifying information may not be used in a manner by the corporate sponsor that would express or imply Core's endorsement of the corporation or its products, services or policies."



Written Agreement

The terms, conditions, and purposes of the financial support will be documented by a signed agreement between the corporate sponsor and Core. The agreement will identify whether any of the payments from the sponsor are for advertising.

No Free Advertising or Return Benefit

Sponsors are making a contribution to support Core's mission and are not entitled to receive free advertising (as that term is defined by the Internal Revenue Code ("IRC") or Internal Revenue Service ("IRS") rules and regulations) or other substantial return benefits from Core. Core may, in its sole discretion, provide acknowledgments of a sponsor's contributions; however, sponsors are not entitled to such acknowledgments as a condition of their contributions.

Acknowledgment

Consistent with federal tax laws, Core may acknowledge the corporate sponsor's support for Core through a corporate sponsorship payment in program materials and activities and may include acknowledgments of the corporation's financial and other support. Such acknowledgments may identify and describe the corporation's products or product lines in neutral terms and may include the sponsor's name, logo, slogan, locations, telephone numbers, or website addresses as long as such acknowledgments do not include (a) comparative or qualitative descriptions of the company's products, services, or facilities; (b) price information or other indications of savings or value associated with the company's products or services; (c) a call to action; (d) an endorsement; or (e) an inducement to buy, sell, or use the sponsor's product or service. Any acknowledgments of corporate sponsorships will be created by, or subject to prior review and approval, by the Core office.

No Product Promotion

Sponsors are not permitted to advertise, market, or otherwise promote specific products and services in connection with their sponsorship of Core-related programs and activities, but products or services may be listed or displayed at Core's events as long as no endorsement by Core is implied.

No Contingent Payments

Core will not enter into any arrangements with corporate sponsors where the amount of payment by the corporation is contingent upon attendance at an event or any other measures of public exposure.

Special Events

Core will have complete control of the content and speakers at any sponsored activity or event. Corporate sponsors will not control the planning, content, or execution of the activity or attempt to direct or influence the content of Core's programs, except that Core may ask the sponsor for suggestions to enhance the experience for the sponsor.

Reports

Reports on Core corporate activities relating to corporate sponsors will be regularly presented to the Core Board.



Exclusivity

Whenever possible and feasible, Core shall seek funding for programs from a variety of sources. It is understood, however, that occasions may arise when support of a specific event, program, or special event from a single source is appropriate. Core will exercise special caution so that in circumstances when single support is granted, Core avoids conflicts of interest and guards against any perception of conflict of interest. Core will generally ask corporate sponsors to refrain from sponsoring other events, programs, or activities that are substantially similar to the event, programs, or activities conducted by Core.

Indemnification/Insurance

Where appropriate, Core will ensure that sponsoring organizations agree to appropriate indemnification and hold harmless provisions to protect Core and its officers, directors, employees, and agents against any liability that might arise out of the sponsoring organizations' acts or omissions with respect to a particular arrangement, including but not limited to any acts or omissions relating to the marketing, sale, dissemination, and/or use of a corporate sponsor's products. Core may also require corporate sponsors to add Core to the sponsors' liability insurance where appropriate.

Termination

Core reserves the right to terminate any corporate sponsorship if the sponsor or its representatives or agents engage in any conduct that would lead Core to reasonably determine that its continued participation in the arrangement with a particular company would adversely affect the goodwill and reputation of the Core or its members. In the event of any such termination, Core will relinquish the sponsor's contribution and return all unused funds. In such cases, corporate sponsors may not use Core's name without the written approval of Core.

Oversight

Core's Board is responsible for establishing the principles and guidelines governing Core's relationships with corporations. The Core Office is responsible for day-to-day oversight of all corporate sponsorship arrangements.

Sponsorship Guidelines adapted from ALSC- Corporate Sponsorship Guidelines
<https://www.ala.org/alsc/alsc-corporate-sponsorship-guidelines>

And United for Libraries Corporate Sponsorship Policy

Adopted: April 2024