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## Strategic Alliances

### 1. PURPOSE

The purpose of this policy is to set out the principles for the negotiation of strategic alliances between Brampton Library and external organizations.

### 2. SCOPE

This policy governs strategic alliances including, but not limited to collaborative arrangements, partnerships and sponsorships undertaken by Brampton Library.

2.1. This policy does not apply to:

2.1.1. Philanthropic gifts or donations

2.1.2. Grants or funds obtained from other levels of government

2.1.3. Arrangements where the Library sponsors or contributes to external projects or other organizations

### 3. DEFINITIONS

3.1. **Strategic Alliance** – is a contractual arrangement between Brampton Library and an external organization that sets out an agreed-upon exchange of cash, goods and/or services that have a direct measurable value (which includes partnerships and sponsorships). It is mutually beneficial to both the Library and the external organization. A strategic alliance agreement signed by an external organization and the Library covers a pre-defined period of time. Additional benefits included in a strategic alliance may take various forms such as cash, products or services in-kind, promotional items and others, in exchange for marketing value back to the external organization or delivering service to their customer base. The components of a strategic alliance agreement will vary depending on the business category and the needs of the Library.

3.2. **Partnership** – is a mutually beneficial agreement that assists both parties in the delivery of a program or service to their customer base.

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- 3.3. Sponsorship** – is the direct provision of cash or in-kind service by an organization to support a service or product of the Library in exchange for marketing value. Naming opportunities may exist on the fulfillment of the pledge of sponsorship and are approved on that condition.

## 4. LEGISLATIVE AUTHORITY

The Accessibility for Ontarians with Disabilities Act, 2005 received Royal Assent on June 13, 2005. This Act applies to public and private sector organizations and mandates the development, implementation and enforcement of accessibility standards and regulations. The first standard to become law was the *Accessible Customer Service Standard*. On July 1, 2016, this standard was revoked and replaced with the [Integrated Accessibility Standards Regulation](#) which focused on accessibility issues relating to employment, transportation, design of public space and information and communications.

The following requirements are intended to support the purpose and application of the Ontario Human Rights Code. At no time will this policy replace or supersede the rights afforded to persons with disabilities under the Code.

## 5. TERMS

- 5.1.** Only companies and organizations deemed appropriate and compatible with the policies, goals, mission, vision and values of Brampton Library will be considered. The CEO will determine on a case-by-case basis whether a strategic alliance is in the best interest of the Library which may require Board approval.
- 5.2.** Brampton Library does not accept any cash or gift of property, pledge of support or non-cash gift or services, or enter into any alliance with any company or other organization that produces goods or services that may be considered harmful or illegal for certain members of the community.
- 5.3.** The Library at all times maintains an independent position on issues and concerns.
- 5.4.** The Library accepts support for collections, programs and services only when the content is to be determined by the Library.
- 5.5.** The Library does not accept any support that implies or requires endorsement of products.
- 5.6.** Acceptance of corporate support will take the form of a written agreement signed by representatives of the sponsoring organization and authorized representatives of the Library. The agreement will define the terms of the sponsorship and any recognition to be provided to the sponsor.

- 5.7. Any use of the Library's name or logo by the organization involved in a strategic alliance must be approved by the Library prior to its usage.

## 6. PARAMETERS OF AGREEMENT DEVELOPMENT

Strategic alliances should be sought out and developed by the Senior Management Team. The Senior Management Team will review strategic alliances and participate in negotiations and pass them onto the CEO for approval.

- 6.1. Any strategic alliance should include the following:
- 6.1.1. A demarcation of the goals and expected outcomes for the project
  - 6.1.2. A definition of the organizational boundaries and clarification of ownership issues
  - 6.1.3. Identification of a process for communication and sharing of ideas
  - 6.1.4. A definition of project-related costs and clarification of financial responsibilities for each organization
  - 6.1.5. Creation of an overview of the project
  - 6.1.6. Clarification of recognition for each organization
  - 6.1.7. Creation of a timeline of benchmarks and deadlines
  - 6.1.8. Identification of project manager(s)

## 7. TERMINATION OF STRATEGIC ALLIANCE

Brampton Library reserves the right to terminate an existing strategic alliance.

## 8. RECOGNITION

Brampton Library reserves the right to determine appropriate publicity, advertising, acknowledgement and recognition of those involved in the Strategic Alliance. Brampton Library may use organizational logos as part of their recognition.

Official tax receipts will not be issued to Alliance partners for their contribution to the Library in accordance with Canada Revenue Agency regulations.