

Date of Meeting: March 27, 2025

Report Number: A20-25

Report Subject: Corporate Sponsorship Strategy

Recommendation:

1. THAT the Clarington Public Library Board receive Administrative Report No. A20-25 Corporate Sponsorship Strategy as information.

Report Overview:

The Clarington Library, Museums & Archives (CLMA) has developed a Corporate Sponsorship Strategy to solicit sponsorship and corporate support for CLMA programs and support. The Corporate Sponsorship Strategy will be a 3-tiered system, as follows:

- Prize Donations
 - Tangible, typically non-monetary, one-time donations
 - Targeted towards larger, franchised corporations, such as fast food and department stores
 - Used for prizes for special events and initiatives, such as Summer Reading Club or Customer Appreciation Day
 - Letter for sponsorship requests will be issued, with recognition delivered via social media and/or a letter of thanks
- Monetary Sponsorships
 - Monetary donations for large scale projects
 - Corporate Sponsorship Package issued
 - Distributed to large companies within Clarington, including construction, insurance, real estate, and finance sectors
 - Recognition delivered via established means in sponsorship package
- Community Development
 - CLMA will engage with local small businesses via a multi-channel approach, including:
 - Library Card Discount Day
 - Tourism Engagement
 - Special programming (i.e. Lego & Lagers with Chronicle, History Events with Brewer's Pantry, etc.)
 - The intent is to build relationships with these businesses, showing how we can support their businesses through a targeted and strategic approach, and in turn establishing a mutually beneficial relationship.

Summary

The Sponsorship Package is attached as Appendix A to this memo.

Report Submitted by:
A. Dee, Director, Strategy & Innovation
M. Machacek, Chief Executive Officer
March 27, 2025