

Sacramento Public Library Policies and Procedures

Policy No:			
Title:	Fundraising Partnership Policy		
Department:			
Issue Date:	August 22, 2019	Board Approval Date:	

A. PURPOSE

Sacramento Public Library highly values the fundraising efforts of all organizations and individuals in the community that are working to support the Library and its programs and services.

This policy defines the requirements an organization must meet to be recognized by the Library as a fundraising partner and to be acknowledged and promoted by the Library. This policy is necessary to ensure that funds raised in the name of the Sacramento Public Library are used to directly support its programs and services.

This policy does not preclude other organizations from donating unrestricted funds to the Library or otherwise supporting its programs and services.

B. POLICY

Only entities that satisfy the following requirements will be recognized by the Library as fundraising partners and promoted on the Library’s website, social media platforms, or in other fundraising materials produced by the Library:

- 1) The fundraising partner’s articles of incorporation and bylaws must include a provision reflecting that the sole, specific purpose of the entity is to raise funds to support and promote the services and programs of the Sacramento Public Library or organizations that support and promote the services and programs of the Sacramento Public Library.
- 2) The fundraising partner has received written authorization from the Library to use the Library’s name and/or logo in accordance with the Library’s Partnership and Branding Guide.
- 3) The fundraising partner has a written agreement with the Library reflecting the practices and procedures agreed to by the parties to ensure that they work collaboratively together.

Notwithstanding the foregoing, the Library may solicit partnerships with any organization to collaborate on specific joint fundraisers or programs, and the Library may choose to promote such fundraisers or programs on its website, social media platforms, or in other fundraising materials.

SACRAMENTO PUBLIC LIBRARY PARTNERSHIP BRANDING GUIDE

The Library's brand is important to us, and your cooperation is needed to ensure the library reaches the community as we intend. As a Sacramento Public Library friend or partner, please adhere to the following brand guidelines.

For brand permission or materials, contact Brian Strand at (916) 264-2891 or bstrand@saclibrary.org.

LIBRARY BRANDED EVENTS & INITIATIVES

Materials for your participation at a Sacramento Public Library event are available upon request. Please consider the following when promoting your appearance:

- Only use Sacramento Public Library provided branded materials and messaging.
- Use the library's full name: Sacramento Public Library (no "the" and not Sacramento County Library, Sacramento Library, or an individual branch name)
- Note that the event/initiative is a Sacramento Public Library event/initiative and tag the library on social media.
 - *@saclib* on Twitter and Instagram, *@Sacramento Public Library* on Facebook (we do not see when individual branch locations are tagged)
- Do not create materials with the library's name, logo, brand, program(s) or service(s) represented without permission.

COBRANDED EVENTS & INITIATIVES

The Library and its partners will work together to ensure all brands are represented in promotion of the event. Please review the following and provide your brand guidelines in-kind.

- List the library as a partner and use our full name in agreed upon order: Sacramento Public Library (no "the" and not Sacramento County Library, Sacramento Library, etc.)
- Do not use the individual name of a branch location (Central Library, etc.) or list the library solely as the event venue.
- Use library brand graphics in accordance with the library's brand guidelines.
- Provide all event materials to Sacramento Public Library for review prior to distribution. Staff will respond within one business day.
- Tag Sacramento Public Library on social media.
 - *@saclib* on Twitter and Instagram, *@Sacramento Public Library* on Facebook
- Do not create materials with the library's name, logo, brand, program(s) or service(s) represented without permission.

SACRAMENTO PUBLIC LIBRARY PARTNERSHIP BRANDING GUIDE

- Do not use images or photographs created by the Library without permission.

BRAND GRAPHICS GUIDELINES – Approved logotype variations and colors.

Standard SacLib® Sacramento Public Library logo



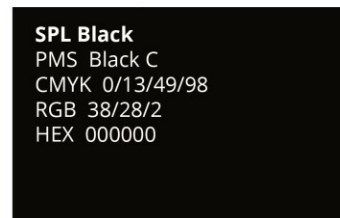
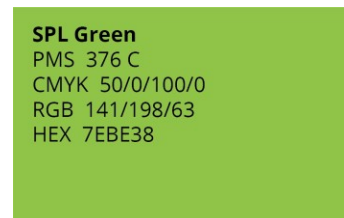
Stacked SacLib® Sacramento Public Library logo



Reversed logo – Use when logo is needed on a dark background.



Main palette - Dominant colors. Traditionally used for most library materials.



Secondary color - Use in moderation to support the main palette.



Accent color - Use sparsely to add brightness or draw attention.

