

PAID SPONSORSHIP POLICY



As part of its fund-raising efforts, the Alpha Park Public Library District will seek and/ or accept applications from corporations, individuals, and community organizations (“sponsors”) for sponsorship opportunities in the Library’s program guide. A sponsorship is an exchange in which a sponsor’s donation of cash or services is publicly acknowledged by the Library through advertisement space in the quarterly program guide.

Process:

The Library Director may approach a likely sponsor, or a potential sponsor may submit a proposal to the Library Director for sponsorship opportunities. Each proposal shall be evaluated on a case by case basis. All sponsorships shall be submitted in writing setting out the parties, terms, and conditions.

All ads will adhere to the following regulations:

1. No sponsorship shall receive placement on the front or cover page of the program guide.
2. No sponsorship shall be in conflict with the Library’s mission, objectives, policies, or practices. The Library reserves the right to refuse any sponsorship that it feels is inappropriate or unsuitable and may cancel any sponsorships at any time in its sole discretion.
3. A sponsorship does not mean, nor should it be presumed, that the Library endorses a sponsor’s products or services.
4. A sponsor will not receive treatment other than what is set out in the written agreement; nor shall it influence policies and practices of the Library.
5. All decisions regarding sponsors and sponsorships shall be made by the Library Director or a designated staff person and shall be communicated to the Board in a timely fashion.
6. All sponsorships and/or advertisements must comply with the:
 1. Federal Trade Commission Act
 2. Lanham Act
 3. Dodd-Frank Wall Street Reform and Consumer Protection Act

In addition to the above mentioned parameters, all sponsorships will be allocated to ad types that feature business information and the accompanying logo. Alpha Park Public Library District takes no responsibility for copyright information or images regarding business information or provided images.

The following advertisement space sizes and costs are below. Advertisement submitted must fit within advertisement space purchased. No exceptions will be made.

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Size		Price
1/8 Page	3.5in x 2.5in	\$25
1/4 Page	3.5in x 5in	\$45
1/2 Page	7in x 4.5in	\$85
Full Page	7in x 10in	\$100

All advertisements must be submitted digitally in JPEG or PNG files, to alpha@alphapark.org.

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3.5 x 2.5
1/8 Page

3.5 x 2.5
1/8 Page

3.5 x 5
1/4 Page

7x4.5
1/2 Page

7 x 10
Full Page