11.

TORONTO PUBLIC LIBRARY

STAFF REPORT
ACTION REQUIRED

Renewal of Sponsorship and Naming of the Summer Reading Club

Date:	June 19, 2017
To:	Toronto Public Library Board
From:	City Librarian

SUMMARY

The purpose of this report is to request Toronto Public Library Board approval for the renewal of the TD Bank Group sponsorship of the summer reading club and the renewal of the naming of the Library's summer reading club as the TD Summer Reading Club, for a period of three years, 2018 – 2020, subject to successful negotiation of the value of the sponsorship renewal.

The TD Summer Reading Club (TDSRC) is Canada's biggest, bilingual summer reading program for kids of all ages, all interests, and all abilities. It celebrates Canadian authors, illustrators and stories and is designed to inspire kids to explore the fun of reading their way – the key to building a lifelong love of reading.

The proposed sponsorship and naming of the summer reading club meets the criteria for approval set out in the Library's Sponsorship and Naming policies. The summer reading club is a fundraising priority for the Library, approved by the Board at its June 23, 2014 meeting.

The renewal of the sponsorship is being recommended based on its benefits for the Library, its monetary value, the reputation of TD Bank Group for corporate and social responsibility and the successful 21-year partnership with the Bank.

According to the criteria in the Library's Sponsorship and Naming policies, the naming of programs requires the approval of the Library Board.

RECOMMENDATIONS

The City Librarian recommends that the Toronto Public Library Board, subject to successful negotiation of the value of the sponsorship renewal:

1. approves the renewal of the TD Bank Group sponsorship of the summer reading club for 2018 – 2020 according to the terms and conditions outlined in this report;

2. approves the renewal of the naming of the Library's summer reading club as the TD Summer Reading Club

3. approves the proposed sponsorship renewal range provided in Confidential Attachment 1; and

4. releases the amount of the sponsorship renewal once negotiations are complete and appropriate approvals have been received.

FINANCIAL IMPACT

The value of the proposed three-year sponsorship is under negotiation with TD and is described in the confidential attachment. Funding of the sponsorship would supplement and enhance TPL's operating budget.

The Director, Finance and Treasurer has reviewed this financial impact statement and is in agreement with it.

ALIGNMENT WITH STRATEGIC PLAN 2016-2019

Strategies outlined in this report are consistent with Strategic Plan Priority 4: *Establishing TPL as Toronto's centre for lifelong and self-directed learning* by providing children with programs for learning and discovery, and with Priority 5: *Creating Community Connections through Cultural Experiences* by facilitating ways for Torontonians to share their love of reading. The TDSRC program is also an integral component of TPL's 2017 Strategic Work Plan initiative to "*Develop and implement a vision for Summer Learning*."

DECISION HISTORY

Naming of the TD Summer Reading Club was initially presented and approved by the Toronto Public Library Board on October 20, 2003. Subsequent renewal of the program was presented and approved by the Toronto Public Library Board on January 16, 2006; December 15, 2008; June 7, 2011 and again on June 23, 2014. The current agreement expires in 2017 and the proposed renewal would be the sixth renewal of the sponsorship agreement.

ISSUE BACKGROUND

The TD Summer Reading Club is one of the cornerstones of children's services at TPL. In 1996, the former TPL sought financial support for its program in order to reach as many children as possible and the TD Bank Group responded. In 1998, the TD Summer Reading Club became the first amalgamated program of the new library system.

In 2001, with TD Bank Group's support, the program expanded from a Toronto-based program to one offered across the province, and TPL was able to offer a French-language component through partnerships with Ottawa Public Library and translation services in

Montreal. In 2004, it expanded again to become a national bilingual program in partnership with Library and Archives Canada.

When the partnership first began, 6,000 children were reached annually. Now, 21 years later, over 36,000 children each year in Toronto alone are discovering the wonders of summer reading and learning through the TD Summer Reading Club.

Nationally, over 325,000 children are registered in the TD Summer Reading Club each year.

COMMENTS

This report recommends that Toronto Public Library Board approve the renewal of the naming and sponsorship of the TD Summer Reading Club, a national program developed by TPL. This agreement would serve to recognize TD Bank Group's renewed gift in support of the summer reading club for a term of three years (2018 to 2020), which represents the largest cash sponsorship in the history of the Library or Foundation. The Library's Sponsorship and Naming policies require that the Library Board approve the naming of programs.

The TD Bank Group sponsorship supports a TPL-created high-quality national summer reading club program enjoyed by thousands of Toronto children annually and delivered nationally in large and small communities throughout Canada, in partnership with Library and Archives Canada. The TD Bank Group also provides funds to Library and Archives Canada for recruitment and retention of participating libraries, national distribution and French content and translation of the summer reading club materials. TD Bank Group also provides funds directly to CNIB as a contributing and participating library that serves children with print disabilities.

The program supports the maintenance of reading skills over the summer months and school boards in Toronto actively participate in its promotion. Kids (and their caregivers) can participate anytime, anywhere – at local public libraries across Canada as well as at home, online, on the road or wherever their summer takes them. Participants explore recommended reads; track their own reading; connect and share with others across the country; read books online; join in activities; collect reading incentives; write jokes, stories and book reviews, and more. There are great resources for kids with print disabilities as well as for pre-readers and their families.

The sponsorship meets the criteria set out in the Library's Sponsorship and Naming policies as outlined below.

Merits of the Sponsorship for the Library

The summer reading club was approved by the Board as a fundraising priority for the Library at its June 2014 meeting. The sponsorship of the summer reading club provides enhancements to the program beyond the resources of TPL, including high-quality program materials and a dynamic website, broad program promotion, national positioning of TPL as a leader in children's reading programs, and has resulted in higher program participation.

Through the three-year term of the proposed sponsorship renewal (2018 – 2020), the Library will receive funds to maintain the existing national and local program and offer significant enhancements proposed by the Library. Existing program elements include professional art work, bilingual promotional and program materials for distribution, and a website for participants and their families as well as participating public library staff. The 2018-2020 proposal identifies the need to maintain quality, systematically measure and understand program impacts, expand the program's reach and continue to build on value generated by the recent branding project. Key goals are outlined below.

Primary Goal

- Encourage kids and families to discover or enhance their joy of reading and build year-round lifelong habits of self-directed learning by increasing the profile of public libraries as welcoming summertime destinations.

Secondary Goals

- Deliver a high quality, efficient, cost-effective professional program that is accessible to all public libraries regardless of size, location or resources.
- Connect kids with a range of exceptional Canadian children's writers and illustrators, allowing them to see their experiences valued and reflected through our country's diverse stories and storytellers.

The Sponsorship Policy sets out a framework to allow the Library *to enhance the level, extend the range and improve the quality of library service* through sponsorships. The Naming Policy specifies that programs can be named if *the gift constitutes a significant proportion of the cost of the program and is commensurate with the market value of the opportunity as identified by the Toronto Public Library Foundation (Foundation).*

Appropriateness of the Sponsor

The TD Bank Group meets the criteria for the appropriateness of the sponsor outlined in the Sponsorship Policy. In 2008, the Foundation engaged a third party to complete a corporate social responsibility review of the TD Bank Group. The result of that review supports this proposed sponsorship.

The sponsorship involves a children's program and requires special consideration. TD Bank Group products are not primarily targeted at children, but can be legally sold to them. The terms of sponsorship do not include endorsement or promotion of TD Bank Group's products or services.

The sponsorship is being recommended based on its benefits for the Library, its monetary value, the reputation of TD Bank Group for corporate and social responsibility and the 21-year successful partnership with the Bank. The program is delivered in Toronto and nationally, and has a reputation for excellent quality and high participation rates.

The Library has directly and indirectly benefited from TD Bank Group's investment in literacy and education, including Word Out/TPL Teens – Summer Edition; TD Canadian Children's Book Week; Shakespeare in Action, Asian, Black and Aboriginal History

Months; and Foundation fundraising events, such as Book Lover's Ball/Biblio Bash and New Collection. The TD Bank Group has fulfilled all terms and conditions of previous sponsorship agreements for the program.

Terms and Conditions

The level of recognition proposed in the sponsorship agreement meets the requirements of the Sponsorship and Naming policies. The benefits being recommended by the Foundation are commensurate with the value of TD Bank Group's contribution to the program. Recognition Benefits include:

- naming of the program as the TD Summer Reading Club and the right of first refusal for the renewal of this agreement;
- TD logo recognition on national TDSRC promotional and program materials and website;
- recognition of TD through a feature section profiling TDSRC in What's On and promotion through the Library's email newsletter; a minimum of one press release, a comprehensive media campaign, including the TD logo in all Summer Reading Club advertising and recognition using social media channels with the development of specific promotions to raise awareness of the program;
- donor recognition includes recognition on the Central Donor Wall at the Toronto Reference Library and recognition through the Foundation website, annual report, newsletter and other Foundation donor recognition vehicles;
- participation in the TDSRC national media events and opportunities to participate in other outreach initiatives;
- use of the TDSRC brand on TD materials, adhering to brand guidelines;
- a free rental of The Bram & Bluma Appel Salon at the Toronto Reference Library;
- the right of first refusal for all sponsorship opportunities pertaining to the Summer Reading Club during the term of this agreement and for renewal of the agreement, as well as all other children's literacy programs.

There will be a written agreement specifying the terms and conditions of the sponsorship as required by the policy.

The TD Bank Group sponsorship of the Summer Reading Club is a specific example of how sponsorships enhance an important library program. The sponsorship provides dedicated staff resources, professional art work, bilingual promotional and program materials and a dedicated web site. The sponsorship also provides additional promotion and programing support within and beyond the Library's walls. The high-quality appeal of the program engages children and encourages reading, thereby supporting the Library's service objectives and enabling a significant contribution to public library service for children in Toronto. In short, TD Bank Group's sponsorship allows the Library to achieve the following objectives:

- better quality program materials;
- broad program promotion;
- increased program participation;
- national positioning of TPL as a leader in children's reading programs.

The funding being proposed by the agreement with TD Bank Group reflects the growth of the program as well as a commitment to program quality and impact. Through this program, the TD Bank Group makes an important contribution to the Library's goals in supporting the reading activities of thousands of children in Toronto, fostering a love of reading and books. The Library would also like to recognize the TPL Foundation's contribution to the TDSRC program in providing and effectively stewarding such a strong partner for encouraging summer reading by children.

CONTACT

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SIGNATURE

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Vickery Bowles
City Librarian

ATTACHMENT

Attachment 1: Naming Sponsorship Renewal – TD Summer Reading Club – Memo to Vickery Bowles, City Librarian, Toronto Public Library from Jennifer Jones, President, Toronto Public Library Foundation dated June 9, 2017
Attachment 2: Confidential Information

MEMO

To: Vickery Bowles, City Librarian

From: Jennifer Jones, President, Toronto Public Library Foundation

Date: June 9, 2017

Re: **Naming Sponsorship Renewal - TD Summer Reading Club**

SUMMARY:

This memo recommends that the Toronto Public Library approve the renewal naming of the TD Summer Reading Club, a program of the Toronto Public Library. This agreement would serve to recognize TD Bank Group's renewed sponsorship in support of the Summer Reading Club for a term of three years (2018 to 2020), subject to the successful negotiation of the value of the sponsorship renewal.

The proposed sponsorship renewal will go towards support of the Summer Reading Club for a three-year term, from 2018-2020. In addition to the direct cash payment, Toronto Public Library will receive other benefits as a result of this partnership through the promotional support of the program TD Bank will additionally provide.

GIFT IMPACT

The Summer Reading Club has been identified and approved as a funding priority of the Toronto Public Library. The Library will directly benefit from the cash support of TD Bank Group as well as the additional promotional support for the program provided by TD Bank in its own bank branches across the country.

RECCOMENDATIONS

It is requested that Toronto Public Library:

1. approve the renewed sponsorship agreement with TD Bank Group for another three-year term from 2018 to 2020;
2. approve the naming of the Summer Reading Club as the "TD Summer Reading Club";
3. approve the proposed sponsorship renewal range provided in the Confidential Attachment.

SPONSORSHIP BENEFITS:

In return for their sponsorship of the TDSRC, TD Bank will receive the following benefits throughout the term of the agreement (2018 – 2020):

Recognition Benefits include:

- naming of the program as the TD Summer Reading Club and the right of first refusal for the renewal of this agreement;
- TD logo recognition on all TDSRC promotional and program materials, such as posters, invitations, branch displays, activity books, online and in any other TDSRC-related materials that the Library develops;
- recognition of TD through a feature section profiling TDSRC in What's On and promotion through the Library's email newsletter; a minimum of one press release, a comprehensive media campaign in Toronto, including the TD logo in all Summer Reading Club advertising and recognition using social media channels with the development of specific promotions to raise awareness of the program with parents;
- donor recognition includes recognition on the Central Donor Wall at the Toronto Reference Library and recognition through the Foundation website, annual report, newsletter and other Foundation donor recognition vehicles;
- participation in the annual launch of the TDSRC and opportunities to participate in other outreach initiatives;
- use of the TDSRC wordmark on TD materials;
- a free rental of The Bram & Bluma Appel Salon at the Toronto Reference Library;
- the right of first refusal for all sponsorship opportunities pertaining to the Summer Reading Club during the term of this agreement and for renewal of the agreement, as well as all other children's literacy programs.

BACKGROUND

This is the largest cash sponsorship in the history of Toronto Public Library and the Foundation. This renewed sponsorship fee reflects a 17% increase in funding from the previous agreement and reflects the growth in the program as well as funding to achieve new program goals and objectives set out by the Library for the next three years.

TD Bank Group has been a generous, long-standing partner for the Library and has donated over $10 million since 1996 to various library programs, services and events.

For 21 years, TD Bank Group has been title sponsor of the TD Summer Reading Club. The TD Bank sponsorship supports a high-quality TPL-created summer reading club program enjoyed by tens of thousands of Toronto children annually, delivered nationally in large and small communities throughout Canada in partnership with Library and Archives Canada.

TD has developed a good reputation in the community at large as well in the library and literature community through its support of various organizations and programs such as:

- TD Summer Reading Club;
- Welcome to Kindergarten, an initiative of The Learning Partnership;
- Book Bash;
- Literacy Through Hip Hop;
- Shakespeare in Action;
- TD Canadian Children's Book Week;
- TD Canadian Children's Literature Award;
- JUMPMath (innovative numeracy learning experience);
- TD Canada Trust Scholarships for Community Leadership.

TD is dedicated to helping children learn and thrive, as demonstrated by their significant investment in literacy and education. TD finds ways to contribute at many different levels, from sponsoring reading clubs to funding student scholarships.

SIGNATURE

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Jennifer Jones, President, Toronto Public Library Foundation

416-393-7134; jjones@torontpubliclibrary.ca

As negotiations are complete and appropriate approvals have been finalized (see June 19, 2017 – Agenda Item No. 11 – Renewal of Sponsorship and Naming of the Summer Reading Club report – Rec. No. 4), Confidential Attachment No. 2 is now public in its entirety.

MEMO

To: Vickery Bowles, City Librarian

From: Jennifer Jones, President, Toronto Public Library Foundation

Date: June 9, 2017

Re: **Naming Sponsorship Renewal - TD Summer Reading Club – Confidential Attachment**

The proposed sponsorship renewal expected to be within the range of $2.6 million to $3.026 million will go towards support of the Summer Reading Club for a three-year term, from 2018-2020. This amount represents an increase of 0% to 17% from the current $2.6 million sponsorship agreement. In addition to the direct cash payment, Toronto Public Library will receive other benefits as a result of this partnership through the promotional support of the program TD Bank will additionally provide.

SIGNATURE

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Jennifer Jones, President, Toronto Public Library Foundation

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