



CTLS Sponsorship Policy

The purpose of the policy is to establish guidelines for sponsorship support provided by the Cheltenham Township Library System (CTLS) to community organizations, events, or initiatives. For guidelines regarding support to CTLS from community organizations, businesses, or donors, please see the CTLS Naming Recognition Policy and/or Gift Acceptance Policy.

CTLS may sponsor or co-sponsor community activities that

- promote literacy, education, or cultural enrichment
- strengthen community partnerships
- support civic engagement and public information
- align with the Library's mission, vision, and strategic goals

CTLS will seek and respond to opportunities for sponsorship for the purpose of promoting library services and fostering relationships in the community. Library sponsorship may include financial or in-kind contributions, as funding allows and when approved through CTLS's appropriate budget process. Examples may include literacy and educational events, festivals, and non-profit organizations located within Cheltenham Township.

When considering whether to sponsor a community activity or organization, CTLS will consider:

- Alignment with the Library's mission, vision, and service goals, including increasing the Library System's visibility in the community
- Community benefit and public interest
- Inclusiveness and accessibility
- Appropriate use of library resources
- Potential reputational impact

CTLS will not sponsor organizations or activities that:

- Are primarily political campaign events
- Are primarily hosted by for-profit organizations or businesses
- Promote discrimination or exclusion
- Conflict with the Library's policies or mission
- Require the Library to endorse a specific commercial product or service

Sponsorship does not imply endorsement of all viewpoints expressed by the sponsored organization or event.

Requests for sponsorship should be addressed to the Executive Director at ctlsdirector@mclinc.org or by mail to the CTLS Business Office, 215 S. Keswick Avenue, Glenside PA 19038.

All sponsorship opportunities must be reviewed and approved by the Library Director and may also be referred to the Board of Library Directors for approval.

Title	Sponsorship
Date Approved	July 22, 2026
Revisions	
Review Date	2029