

**APPENDIX B
GUIDELINES FOR ASSESSING
A POTENTIAL ADVERTISING PARTNER
AND WRITING AN AGREEMENT**

1. The first step is attempting to understand all aspects of the potential partner. Before negotiating an agreement, you should have the following information:

- nature of product(s) and/or service(s) of the company/organization
- information on the company's/organization's history and ownership
- principles of the company/organization and with whom you would work
- level of the company/organization at which the advertising agreement has been approved
- their advertising or communications representative or agency
- rationale for the company's interest in public libraries
- the library program, service or event around which they wish to create an advertising agreement
- the partner's expectations of NBPLS and/or NBPLF

2. The second step should include the details of the advertising agreement:

- willingness of the advertiser to enter into a long term agreement
- financial commitments for the duration of the agreement
- all responsibilities and commitments required of NBPLS and/or NBPLF to meet the agreement
- approval for the agreement has been obtained from someone with signing authority from the company/organization

3. A written agreement or confirmation setting out the terms of the agreement should include:

- goals and objectives of the advertising agreement
- roles and responsibilities of all partners
- a detailed delivery model including activities and timelines, if appropriate
- an understanding of indemnification of the partners for any claims arising out of the sponsorship
- means of sharing the outcomes or results of the agreement
- conditions for the termination of an agreement