



Guidance Notes for Obtaining Sponsorship

A/4.7.1.1

Fundraising

When exploring fundraising ideas for your congregation, be mindful of the Synod's [Fundraising Policy](#) and the [Corporate Sponsorship Policy](#). For some tips on fundraising and for developing a fundraising strategy, refer to the Synod's resource [Guidance Notes for Fundraising](#). In relation to planning and timing, it is important to seek guidance and direction in prayer, remaining focused upon the church's mission.

Legal Trading Name

The Uniting Church in Australia, Queensland Synod has a **legal name** 'The Uniting Church In Australia Property Trust (Q.)' It's important to ensure that the legal trading name is used in funding applications or submissions: The Uniting Church In Australia Property Trust (Q.) trading as **<insert name of church>**. For example, The Uniting Church In Australia Property Trust (Q.) trading as The Gap Uniting Church.

It is sometimes helpful to provide a letter explaining the structure of the Church, to submit with an application or submission. Contact property@ucaqld.com.au to obtain a Letter of Incorporation signed by the Secretary of the Property Trust (Q.).

Sponsorship

1. Process

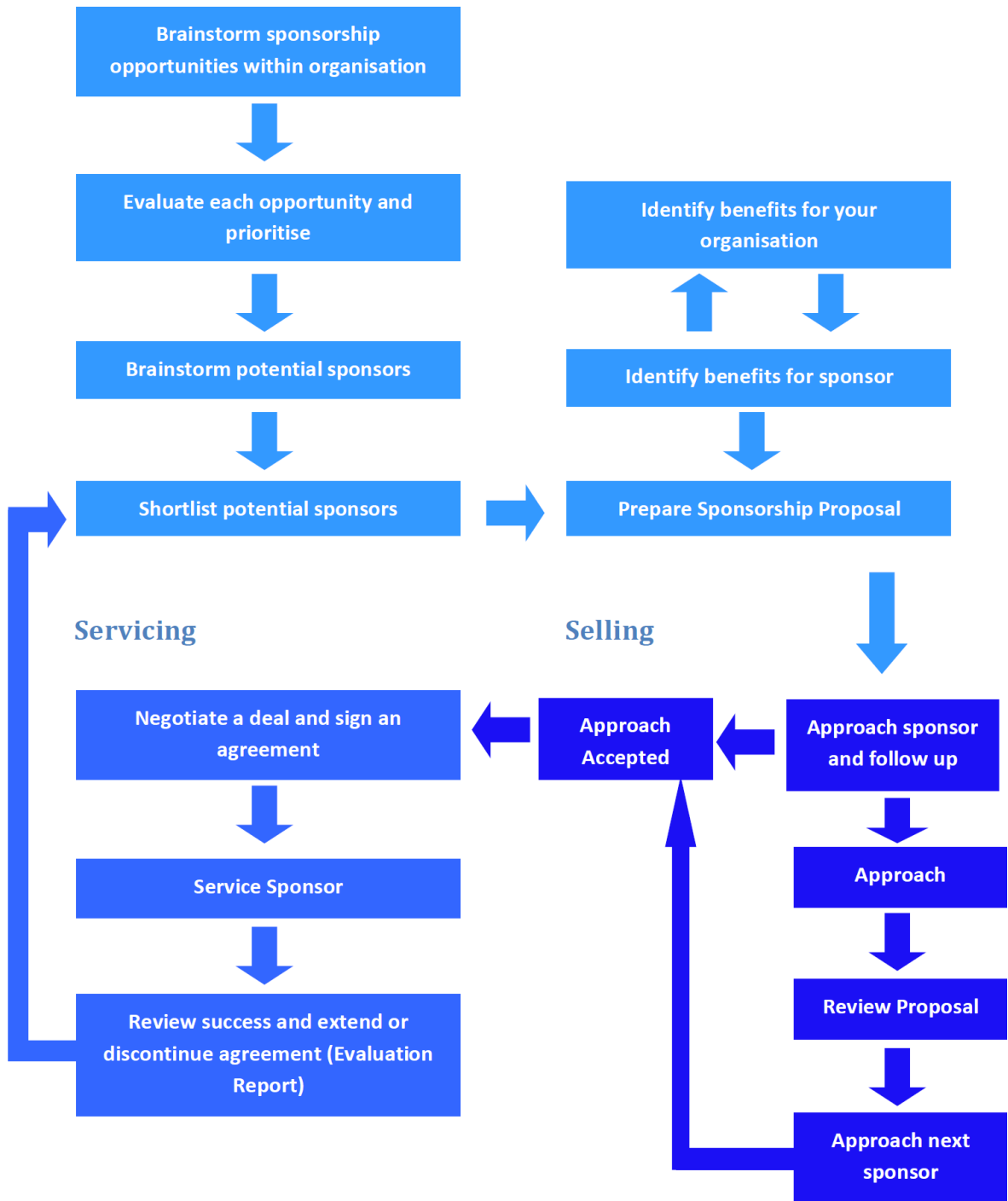
- 1.1. Sponsorship is when a business provides funds, resources or services to a club (or congregation), or individual, in return for some form of rights and/or associations with the club/individual that may be used to help the business commercially.
- 1.2. This could be in the form of, signs at an oval, free advertising on a website or in the monthly newsletter or financially supporting an individual with a set income.
- 1.3. When seeking a sponsor for your congregation for an activity or event, be aware of the synod's [Corporate Sponsorship Policy](#) and be sure to follow the [Corporate Sponsorship Procedure](#).

2. Who to approach?

- 2.1. Members, family and friends
 - 2.1.1. It is easier to start with your congregation members, friends and family. If people know your congregation and understand what you do, then they are more likely to listen and give their support.
 - 2.1.2. Ask around and see if there is someone within the congregation who has a small business and is willing to sponsor an event or an activity.
- 2.2. Local businesses and suppliers
 - 2.2.1. The business who currently supply goods and services to your congregation or within your community are your first port of call i.e. local landscapers, food and drinks companies, local shops, etc.
 - 2.2.2. Also research local businesses and target those who could benefit from a partnership with your congregation for a specific event or activity.



Planning





Improve your sponsorship success rate

3. **Selling sponsorship** can be considered an art form. Improve your chances of success using the following strategies:
 - 3.1. Offer an opportunity and not a problem—Offer a solution to a potential sponsor’s problems such as providing a bottom line saving or profit, or the potential sponsor’s reputation as a business willing to support an charitable or community event, person or activity e.g. sponsoring a multifaith Christmas event.
 - 3.2. Target companies with the right fit—Does your target audience demographics, characteristics and geographic location fit with those of the company or brand to be promoted? Refer to the [Corporate Sponsorship Policy](#)
 - 3.3. Offer privileges that benefit the company—a business sponsoring a church will often receive intangible benefits such as aligning themselves with an event or activity which has community and charitable appeal, not just a monetary value. Make sure your product is priced similarly to comparable products. What are other clubs offering in their sponsorship deals and at what cost?
 - 3.4. Be the winner—Make sure your proposal is addressed or delivered to the person who has the power to say “yes”. Often the contents of a courier bag are treated with more respect than an envelope received in the mail
 - 3.5. Be professional—Make sure your representatives including volunteers, always present themselves in a professional manner and understand what is required of a commercial relationship
 - 3.6. Be persistent, not a pest—Following up a sponsorship request is necessary, but not to the extent that you interrupt the recipient’s ability to do their job. It will take time for a potential sponsor to come to grips with what you are offering and for a relationship to grow and develop
 - 3.7. Face to face meetings—Arrange a meeting to work through your proposal and be prepared to amend/adjust to meet the requirements of the sponsor—be flexible. There are three main phases in the sponsorship process—planning, selling and servicing

Written proposals

4. **Sponsorship proposal**
 - 4.1. A sponsorship proposal is a formal offer to do business. It needs to be well presented and contain enough information for a company to gain a thorough understanding of what it is being offered and what can be gained. It is important to seek guidance and direction in prayer, remaining focused upon the church’s mission when seeking funding or sponsorship.
5. **Getting started**
 - 5.1. Member support—discuss sponsorship proposals with members of your church council. If a sponsorship is to work, it needs to have the backing of your church council and members
 - 5.2. Enough resources—writing sponsorship proposals and contacting companies can be time consuming. Make sure you have the time and appropriate people willing to take on tasks
 - 5.3. Allow sufficient lead-time—depending on what you are asking for the assessment, negotiation and planning involved to successfully manage a sponsorship takes substantial time. Don’t leave it to the last minute



- 5.4. Timing—most organisations have budgets that are planned one year in advance, so you need to time your sponsorship so that it will be in the budget planning phase. In timing, it is also important to seek guidance and direction in prayer.
- 5.5. Be a winner—tailor your proposal by acquiring background information on the potential sponsor’s desired image, products, services and business objectives—do your research and present a quality proposal
- 5.6. Price yourself competitively—find out what similar sponsorships are selling for. Before signing, a potential sponsor will independently put a value on your proposal. If your offer is cost effective or unique—you are in the running. Make sure you are also making a profit or getting what you want from the sponsorship—don’t sell yourself out
- 5.7. Target the correct person—address it to the decision maker. If you are unsure, contact the company and find out who is the appropriate person to contact

Sponsorship proposal content

Overview of the activity or event	One or two sentences describing the sponsorship deal
Background of the congregation	Information on the organisation and its history (see an example in the document Guidance Notes for Fundraising)
Details about the event or activity	Dates, times and location Demographics—How many people will attend the event? Where are they from? How old are they? Who will manage the sponsorship? Current and past sponsors
Sponsor benefits	How will the event or activity help improve the sponsor’s bottom line? Possible headings include: Media coverage—television, radio, press, signage Networking opportunities Enhancement of sponsor’s image Client entertainment
Sponsor investment	Cost or description of goods and/or services
Brief background on the congregation (‘rights holder’)	Mission statement Experience Long term goals—these are based on your church’s Strategic Business Plan
Evaluation	How will you measure the success of the event and delivery of promised benefits?
Other considerations	Make the length of the document proportional to the value of sponsorship. Try to keep it under 10 pages. Ensure headings are clear. Don’t include any items you might want returned (e.g. photos, videotapes, and certificates). Images are well worthwhile to include. Use statistical information—helps the reader identify cost benefit demographic fit in relation to their own target audience.



Sponsorship agreements

6. Definition

- 6.1. Sponsorship agreements can be as simple as a verbal agreement to give a donation of a hundred bread rolls from the local bakery on a weekly basis through to complex three-year agreements as your congregation's major sponsor for an annual event or activity. A [Sponsorship Agreement Template](#) is available.

7. Formal contracts

- 7.1. It is good business practice to have a formal agreement or contract in place and is essential for significant sponsorships. Lack of a written contract increases the potential for misunderstandings and the relationship dissolving. A change of personnel within either organisation can mean the intent of an agreement is lost, unless the agreement is in writing. Clearly state the conditions agreed to or commitment in the contract. If unsure, seek legal advice to ensure the agreement is sound.

8. Keeping sponsors happy

- 8.1. After entering into a commercial agreement with your sponsor, it is important the congregation honours its commitments and keeps the sponsor happy by keeping them involved and informed. Depending on the type of sponsorship, here are some ways to ensure a successful sponsor relationship:
- 8.1.1. Promote the sponsor at every opportunity
 - 8.1.2. Acknowledge the sponsor in every media story you release (logo) for example in your weekly newsletter, on your website, or in any flyers or information about the upcoming event
 - 8.1.3. Communicate with your members to ensure they look after sponsor's rights
 - 8.1.4. Invite the sponsor to events and to give prizes at awards nights
 - 8.1.5. Establish more than one key contact in case the main contact moves on
 - 8.1.6. Keep your sponsor informed about the congregation, especially any potential unpleasant publicity
 - 8.1.7. If possible, use your sponsors facilities—hold functions, barbecues, meetings, etc.
 - 8.1.8. Attend their functions and/or promotions
 - 8.1.9. Invite the sponsors to special events, or activities
 - 8.1.10. Provide sponsors with seats/VIP areas for special events
 - 8.1.11. Buy/recommend their products services wherever possible
 - 8.1.12. Before signing a new sponsor, give existing sponsors the opportunity to address any concerns they may have
 - 8.1.13. If you have sold naming rights, for a sponsor for a specific event, you must acknowledge them in everything you say and do and you must also ensure that the media are aware and adhere to the naming rights. Again, it is important to refer to the [Corporate Sponsorship Policy](#).
 - 8.1.14. Thank your sponsors at every opportunity—in all speeches and at presentation events
 - 8.1.15. Send your sponsor an evaluation report

Sponsorship evaluation

9. Reporting and evaluating

- 9.1. Undertaking an evaluation of your annual sponsorships will aid your congregation in formally reviewing its activities, improve planning processes and provide your sponsor with a report on the activities, returns and benefits of the partnership.



9.2. At the negotiation phase of the sponsorship is the best time to determine the level and content of such as report. Every case is different and depends on the size and type of offering. The report can be as simple or as complex as you want it to be. Follow this simple guide to help you write an evaluation report.

Introduction	What the evaluation covers and the methods of measurement used
Situational analysis	What was sponsored and for how long? A copy of the contracted rights, benefits, category of membership, level of exclusivity The performance of the activity or event during the period of the sponsorship A list of other sponsors A description of sponsor's competitors in this area Copies of publicity/marketing
Sponsorship analysis	How you assessed the needs in preparation for sponsorship How you did the surveys, measured the media coverage or counted the attendance
Results	Report on both positive and negative outcomes as a result of the sponsorship. Headings could include: Sales —a detailed analysis of direct sales generated for the sponsor through sponsorship Media —report on all media featuring the sponsor during the period including number of mentions, transcriptions of radio coverage in minutes (supply copy if available), copies of articles from newspapers and magazines Sponsor's image —surveys should be undertaken amongst attendees, congregation members and the public, if appropriate, to demonstrate sponsor awareness, attitude to sponsor, sales that resulted through sponsorship, likelihood of future sales due to sponsorship Numbers affected by the sponsorship —relevant statistics should be included here, including: <ul style="list-style-type: none">o Number of people who attended an event relevant to sponsorshipo Impact of media coverage on memberso How many people changed their attitude/use of products towards the sponsoro Demographics—age group, earning capacity, gender, etc.o Whether the organisation or event/activity is in a growth or decline cycle Publicity delivered through signage: <ul style="list-style-type: none">o Publicity receivedo Quality of the publicity generated through the sponsorship signageo Number of impacts produced by your marketing including posters, newspaper ads, tickets, etc. Hospitality: <ul style="list-style-type: none">o Hospitality providedo Facilities usedo Missed opportunities (e.g. empty seats where tickets were provided) Cost benefit analysis: <ul style="list-style-type: none">o All club costs associated with the sponsorshipo All benefits that accrued to the sponsoro All benefits that accrued to the congregation
Recommendations	Improvements that would help the sponsor maximise its benefits



Revisions

Document number		A/4.7.1.1			
Version	Approval date	Approved by	Effective date	Policy owner	Policy contact
1.0	01.12.2020	Director – Church Enterprises	01.12.2020	ED Strategic resources and Assurance	Business Development Unit
Next scheduled review		01.12.2025			