



Corporate Sponsorship

A/4.7.1

Purpose

This document outlines specific obligations held by the church councils ('councils') and committees of the church when seeking corporate sponsorship to obtain additional resources to support activities, individuals or events. This document is a guide to assist with the implementation of the [Corporate Sponsorship Policy](#).

Legal Trading Name

The Uniting Church in Australia, Queensland Synod has a **legal name** 'The Uniting Church In Australia Property Trust (Q.)' pursuant to the *Uniting Church in Australia Act 1977*. When undertaking fundraising activities such as making funding applications, submissions, and sponsorship agreements, the following wording should be used: 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.

Scope

Exclusions: This procedure is **not** intended to apply to the agencies, regulated businesses, colleges and schools of the Church.

This procedure applies to all activities involving sponsorship within the bounds of the Synod of Queensland, on behalf of the Church conducted as part of the ministries of congregations and faith communities, presbyteries, Synod office. The church council is responsible for the oversight of all activities involving sponsorship and will oversee local arrangements which are appropriate for the congregation size, taking into account availability of suitable leaders, local need and demographics. Synod and presbytery committees with oversight of activities for sponsorship, have the same obligations as those described for church councils.

Procedure

1. Public Image

- 1.1. The sponsor's business and public image must be consistent with the values and ethos of the Uniting Church in Australia, Property Trust (Q.) ("the Church") and not conflict with the Synod's mission areas.

2. Authorised person

- 2.1. The Church Council Chair, Presbytery Chair or their **nominated delegate** is the only authorised Church's delegate to undertake negotiations with corporate sponsors of any activity or event hosted by the Church.
 - 2.1.1. **The nominated delegate:** The Church Council Chair or Presbytery Chair may formally nominate a person as their **nominated delegate** to negotiate sponsorship agreements. This action must be minuted formally in a church council or presbytery committee meeting to take effect. This formal agreement remains in place for **no longer** than 12 months, unless formally revoked and minuted as such.
- 2.2. If any other employee or volunteer of the Church a sponsor prospect, they must consult with the Church Chair, Presbytery Chair or their nominated delegate.



3. Exploring suitable sponsors

- 3.1. When undertaking due diligence prior to proceeding with a Sponsorship Agreement, the Church Council Chair, Presbytery Chair or their nominated delegate must ensure:
- 3.2. The sponsor agrees that sponsorship and purchasing are independent activities and that sponsorship does not confer any advantage in Church purchasing decisions
- 3.3. The sponsor undertakes not to disclose any confidential information under any circumstances, except as required by law, without the prior written consent of the other party
- 3.4. The sponsor aligns with the target audience for the planned event or activity
- 3.5. The sponsor agrees that the Church may seek other sponsorships, in-kind support or advertising or engage speakers that may mention other products or services and offers no exclusivity to the sponsor

4. The Church's responsibilities and obligations

- 4.1. The Church agrees to host the major event and provide the sponsor with the sponsorship entitlements in accordance with the sponsorship agreement.
- 4.2. The Church also agrees to use its best endeavour to market the major event to the appropriate target audience in an attempt to attract attendance at the major event.
- 4.3. The Church undertakes not to disclose any confidential information under any circumstances, except as required by law, without the prior written consent of the other party.
- 4.4. The Church remains responsible for public liability insurance and workers' compensation insurance in relation to any employees of the church.
- 4.5. All sponsorship fees paid to The Uniting Church in Australia Property Trust (Q.) are to be used for the purpose of conducting the major event and for no other purpose.
- 4.6. Negotiated sponsorship agreements are to be approved and signed on behalf of The Uniting Church in Australia Property Trust (Q.) by the Executive Director, Strategic Resources.

5. Negotiating terms

- 5.1. The Church gives no guarantee to the sponsor as to the outcomes or benefits of the sponsorship and is not responsible if the sponsor fails to use any or all or maximise the benefit of the sponsorship entitlements.
- 5.2. The Church may seek other sponsorships, although exclusivity may be granted to a particular component of the sponsorship entitlements.
- 5.3. 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. For some ideas, refer to the resource [Guidance Notes for Obtaining Sponsorship](#).

6. Formal approval

- 6.1. Once a sponsor has been identified that meets the requirements of the [Corporate Sponsorship Policy](#) and the [Fundraising Policy](#), then the church council or presbytery committee must formally approve the motion for a Sponsorship Agreement process to commence. This formal motion must be minuted.



7. Sponsorship Agreement process

- 7.1. The Church Council Chair, Presbytery Chair, or their nominated delegate must provide evidence to the Synod office of:
 - 7.1.1. A formally minuted decision by the church council or presbytery committee to explore sponsorship for an activity or event;
 - 7.1.2. A formally minuted decision by the church council or presbytery committee endorsing the motion to proceed with a Sponsorship Agreement Process with the sponsor;
 - 7.1.3. A formally minuted action which confirms the nominated delegates authority to participate in this process as a nominated delegate;
 - 7.1.4. Any documentation and evidence of due diligence in relation to the proposed sponsor.

8. Legal services

- 8.1. The final Sponsorship Agreement draft **must** be provided to Legal Services for approval, **prior** to final signing by the Executive Director, Strategic Resources (Secretary of Uniting Church in Australia Property Trust (Q.)).
- 8.2. The final Sponsorship Agreement, once approved by Legal Services, will then be provided for approval and signing by the Executive Director, Strategic Resources (Secretary of Uniting Church in Australia Property Trust (Q.)).

9. The Sponsorship Agreement

- 9.1. The sponsor signs the Sponsorship Agreement with the Uniting Church in Australia Property Trust (Q.) as a formal acknowledgment of the terms and conditions of sponsorship of the activity or event.
- 9.1. The Executive Director, Strategic Resources signs the Sponsorship Agreement with sponsor, as a formal acknowledgment of the terms and conditions of sponsorship of the major event.
- 9.2. The Sponsorship Agreement should also include:
 - 9.2.1. Clearly defined reporting and evaluation requirements following the sponsored event or activity.

10. Evaluation and reporting

- 10.1. The Sponsor's requirements for reporting and evaluation of the effectiveness of the sponsorship of the event or activity, should be clearly detailed in the formal Sponsorship Agreement.
- 10.2. The report can be as simple or as complex as you want it to be. For some ideas around writing an evaluation report, refer to the resource [Guidance Notes for Obtaining Sponsorship](#).
- 10.3. Reporting and evaluation of the event or activity remains the responsibility of the church council or presbytery committee which make the formal decisions to proceed with sponsorship for the event or activity.
- 10.4. The report and evaluation must be provided for tabling at the church council or presbytery committee meeting and noted/accepted for the record and minuted as such. A copy of the report and evaluation is to be provided to both the sponsor and the Synod Registrar for their records, and a copy kept by the congregation or presbytery.



Related documents

[B/1.1. Privacy Policy](#)

[A/4.1 Fundraising Policy](#)

[A/4.7 Corporate Sponsorship Policy](#)

[A/4.7.1.1 Guidance Notes for Obtaining Sponsorship](#)

[A/4.7.1.2 Template Sponsorship Agreement](#)

Definitions

| Term | Meaning |
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| Nominated delegate | Means the person nominated by the Church Council Chair or Presbytery Chair as their delegate to negotiate sponsorship agreements. This action must be minuted formally in a church council or presbytery committee meeting to take effect and remains in place for no longer than 12 months. |
| Church | Means the activities of the Uniting Church in Australia, Queensland Synod. |
| Queensland Synod | Means the work and activities of the Uniting Church in Australia performed within the bounds of the state of Queensland, and includes all congregations and presbyteries, the Synod office including Trinity College Queensland, Raymont Residential College and Alexandra Park Conference Centre. |
| Staff | For the purpose of this policy only, staff means ministry agents, faculty members and lay staff. |
| Sponsor | Means the organisation or corporation that has agreed to sponsor the activity or event in accordance with the terms and conditions of the Sponsorship Agreement, for the payment of the sponsorship fee and/or the provision of in-kind support. |
| Sponsorship | Means the negotiated provision of funds, goods or services by the sponsor to the Uniting Church in Australia Property Trust (Q.) in exchange for advertising, publicity or other benefits before and during the activity or event. |
| Sponsorship Agreement | Means a written document outlining the negotiated terms and conditions for a sponsorship, that is signed by both the representatives of the Church and the sponsor. |
| In-kind support | Means the provision by the sponsor to the Church of goods or services other than the sponsorship fee. |

Revisions

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