



*Better Leaders,
Better Collegiate Life*

SPONSORSHIP AND DONATION GUIDELINES

1. PREAMBLE

University Colleges Australia (UCA) delivers a range of academic resources, programs, events and member grants that contribute to supporting Heads and deputies of university residential colleges and residences throughout Australia. Through incoming financial and in-kind sponsorship or donations, UCA can enhance its activities, forums and grants to provide a greater benefit to members.

2. PURPOSE

- The purpose of this guideline is to establish productive financial partnerships between UCA and other organisations and individuals relating to incoming funds through sponsorship or donation involving corporations, foundations, individuals and other non-government organisations.
- Sponsorship and donation can provide important financial, marketing or other in-kind support to UCA and generate additional resources to support UCA's strategic direction, values and purpose.
- This guideline provides a framework for UCA to assess incoming and outgoing requests fairly and equally and ensures UCA maximises the full potential benefit from any sponsorship and donation arrangement.

3. PRINCIPALS

1. All sponsorship and donations must be consistent with existing UCA policies.
2. The fundamental principles that shape sponsorship of UCA and receipt of donations are that:
 - Activities align with UCA values and reflect UCA's priorities and are mutually beneficial.
 - Third party contributions to any forum, project, program or event held by UCA, will not entitle any sponsor or donor to influence any decision of the organisation.

- UCA will not enter any partnership with any corporation or organisation where the association with the prospective partner or acceptance of the sponsorship would jeopardise the financial, legal or moral integrity of UCA or adversely impact upon UCA's standing and reputation in the community.
 - UCA may accept or refuse any offer of sponsorship or donation on a case-by-case basis without the requirement to explain the decision.
 - UCA reserves the right to review decisions taken in good faith should subsequent events or information require a review.
3. UCA will NOT enter financial partnerships of any sort where it:
- does not reflect UCAs core values, strategic direction and brand attributes.
 - may be construed as discriminatory.
 - may present a reputation risk.
 - lead to a real or perceived conflict of interest for UCA or its membership.

4. PROCEDURE

4. Sponsorship and donation may take a variety of forms and can be for a specific, mutually agreeable purpose or for an unrestricted purpose. Unrestricted donations allow UCA autonomy over disbursement.
5. Sponsorship and donation may be in the form of in-kind or financial support, or a combination of both.
- Examples of in-kind support may take include promotional support, such as internal promotion of an event, use of UCA promotional tools such as UCA e-news, webpages, social media and email.
 - Financial support will take the form of a monetary amount for which UCA is invoiced or a monetary amount for which the sponsor is invoiced by UCA.
6. UCA values financial support and will honor the agreed purpose of a donation wherever possible but will have ultimate unconditional discretion to redirect the donation.
7. All potential sponsorship or donation will be assessed against their suitability, risk and appropriateness in relation to the event or activity. Any arrangement for sponsorship or donation (incoming and outgoing) should meet the following criteria:
- It is consistent with, and enhances UCAs profile, brand, strategic direction, values and purpose.
 - The agreement and level of support is adequate to meet the UCA's objectives.
 - It provides mutually beneficial outcomes.
 - It creates opportunities for UCA to build relationships and partnerships with community organisations, leaders and growth in membership.
 - It contributes towards enhancing support for Heads and deputies of university colleges and residences.
 - There is no manageable conflict of interest.

8. All funds received through sponsorship or donation must be invoiced by the UCA Executive Officer. Funds will be allocated to the approved event or activity.
9. All Supporting documentation (such as letter or email, or funding agreement with the contact details of the funder/financial partner and the support being offered) must be provided to inform the evaluation and acceptance process. This documentation also assists with tailoring thank you letters, generating receipts and any financial implications that may need to be accounted in financial statements or used at a later date.
10. If UCA declines an offer of sponsorship or donation, the Executive Officer will prepare a letter of regret to the requestee and ensure that the reasons for declining the offer are documented.
11. All sponsorship and donation requests, whether accepted or declined, should be raised at Executive meetings and recorded in the minutes.
12. All sponsorship or donation activities are to be captured in UCAs AGM Annual Report.

Authority to negotiate and approve sponsorship and donation

13. For guidance all sponsorship or donations can be negotiated, agreed and approved in accordance with the table below:

Amount	Negotiation	Agreement	Approval
\$0-10,000	UCA Executive Members	Sponsorship Agreement	Executive Manager or President
\$10 001 or more	Executive Officer	Individual legal contract	Executive

Use of UCA Name and Logo

14. Naming rights associated with any sponsorship must be approved by the UCA Executive.
15. The UCA name or logo cannot be used to endorse or promote any products without formal written agreement from the UCA Executive.
16. Use of the UCA name and logo is available for the period of the sponsorship agreement only and should be removed from any promotional material or website at the conclusion of the event or agreement.

Recognition and Acknowledgment

17. UCA will ensure that each sponsor or donor receives acknowledgment to the degree that they are willing and is at UCAs discretion. The following guidelines will be used in providing acknowledgment to and recognition of the sponsor or donors via:
- a letter of acknowledgment will be sent to the sponsor or donor and a copy will be placed on record through correspondence at an Executive meeting and minutes.
 - public acknowledgment in UCAs promotional materials will normally be restricted to a statement of the sponsor's name and a display of logo.
 - submit a press release if relevant and if the sponsor is willing.

4. RESPONSIBILITIES

18. The Executive Officer is responsible for the development and review of this policy and procedure.