

Sponsorship Policy

1. PURPOSE

The Sponsorship Policy is designed to ensure that all sponsorship opportunities for the United Chicks Association (UCA) are handled transparently, ethically, and in line with UCA's mission and values. This policy outlines the procedures for acquiring, managing, and utilizing sponsorships in support of UCA's programs and activities, including educational sponsorships, fundraising initiatives, and supporting women entrepreneurs and business owners.

2. SPONSORSHIP CRITERIA

2.1 Eligibility for Sponsorship

Sponsorships may be provided to individuals, businesses, organizations, or initiatives that align with the mission, values, and ethos of UCA. Specific eligibility criteria include:

- *Alignment with UCA's Mission:* Sponsors must support UCA's commitment to empowering women, particularly female entrepreneurs, and facilitating educational and entrepreneurial opportunities for women.
- *Ethical Considerations:* UCA will only accept sponsorships from organizations whose activities align with UCA's values, and which do not conflict with UCA's purpose (e.g., sponsors involved in harmful industries such as tobacco, alcohol, etc., may be excluded).
- *Financial or In-kind Sponsorship:* Sponsorships can be financial (monetary donations) or in-kind (goods or services). Sponsors must demonstrate the capacity to provide the support requested.

2.2 Types of Sponsorships

Sponsorships may include:

- *Educational Sponsorships:* Funds allocated to support the education and development of female entrepreneurs or business owners through courses, certifications, and mentorship programs.

- *Event Sponsorships:* Contributions to UCA-hosted events such as conferences, training sessions, or workshops. These sponsorships may include financial or in-kind contributions (e.g., venue, catering, promotional materials).
- *General Sponsorships:* Financial or material support for ongoing UCA operations or special projects.

3. SPONSORSHIP APPLICATION AND APPROVAL PROCESS

3.1 Application Process

- *Submission:* Interested sponsors must submit a sponsorship application form detailing the type and value of sponsorship, as well as how their sponsorship aligns with UCA's mission. The application form will request specific information about the sponsor's company, industry, and proposed contributions.
- *Review:* All applications will be reviewed by the UCA sponsorship committee, ensuring the sponsor aligns with the core values of UCA and that the sponsorship supports the intended initiatives effectively.
- *Approval:* Upon review, UCA will approve sponsorships based on alignment with the mission, available funds, and the potential impact of the sponsorship. All approved sponsorships will be formalized through a signed agreement.

3.2 Sponsorship Agreement

A formal agreement will be drawn up for all accepted sponsorships, clearly outlining:

- The nature and value of the sponsorship.
- The expectations of both UCA and the sponsor, including timelines, deliverables, and benefits.
- The use of the funds (if financial), or other sponsored goods and services.
- Acknowledgment and recognition details, including how sponsors will be publicly recognized.

- Reporting and accountability measures to ensure transparency and proper use of funds.

4. UTILIZATION OF SPONSORSHIP FUNDS

4.1 Purpose of Funds

Sponsorship funds must be used exclusively for the agreed-upon purpose, such as educational programs, event hosting, or community outreach initiatives that align with UCA's mission. Funds will not be diverted to any other project or initiative without prior consent from the sponsor.

4.2 Monitoring and Reporting

- *Progress Updates:* UCA will provide sponsors with regular updates on the use of sponsorship funds, including the outcome of the funded program or event. These reports will include detailed documentation, photographs, and feedback to ensure transparency.
- *Accountability:* Sponsorship recipients (whether individuals or UCA-led programs) will be required to submit progress reports and/or receipts for any funded activities as per the terms outlined in the sponsorship agreement.

5. SPONSORSHIP RECOGNITION AND ACKNOWLEDGMENT

5.1 Recognition of Sponsors

Sponsors will be publicly acknowledged for their support in the following ways (depending on the sponsorship agreement):

- *Event Promotion:* Sponsors will be listed in promotional materials, event signage, social media, and on the UCA website, depending on the value of their sponsorship.
- *Press and Media:* Sponsors may be mentioned in press releases, media campaigns, and other public-facing communications relating to UCA events or initiatives.
- *Special Recognition:* UCA may provide additional recognition (e.g., plaques, certificates) based on the sponsorship level or specific contribution.

5.2 Confidentiality

UCA will ensure that the sponsor's confidential information is protected and will not share or misuse any proprietary information provided by the sponsor unless agreed upon in writing.

6. FINANCIAL AND TAX COMPLIANCE

6.1 Tax Exemption Status

As a registered NPO, UCA is recognized by the South African Revenue Service (SARS) as a tax-exempt organization. Sponsors may be eligible for tax deductions under South African tax law, subject to applicable provisions of the Income Tax Act (No. 58 of 1962). UCA will provide sponsors with the necessary documentation to facilitate any tax relief claims.

6.2 Financial Transparency

UCA is committed to transparency and will maintain detailed records of all sponsorship funds and expenditures. These records will be available for audit purposes and will be reviewed annually to ensure proper use of funds.

7. CONFLICT OF INTEREST

7.1 Avoiding Conflicts of Interest

UCA is committed to maintaining the highest level of integrity and avoiding conflicts of interest. If a conflict arises between a sponsor and UCA staff, board members, or other stakeholders, it will be disclosed and resolved in accordance with UCA's governance policies.

7.2 Recusal from Decision-Making

Any individual involved in the sponsorship decision-making process who has a personal interest in a potential sponsor will recuse themselves from the approval process to ensure impartiality.

8. AMENDMENTS TO THE SPONSORSHIP POLICY

This Sponsorship Policy may be amended or updated at any time by the UCA board of directors or designated committee. Any changes to this policy will be communicated to all stakeholders, including sponsors, and will be implemented prospectively.

9. ACKNOWLEDGMENT OF SPONSORSHIP TERMS

By submitting a sponsorship application or accepting a sponsorship opportunity, the sponsor agrees to adhere to the terms and conditions outlined in this policy, as well as any specific agreements related to their sponsorship.

10. CONCLUSION

This Sponsorship Policy ensures that UCA's sponsorships are handled with transparency, fairness, and integrity, in alignment with our values of empowerment, education, and community support for female entrepreneurs and business owners. By maintaining these standards, UCA fosters strong, ethical partnerships with sponsors and ensures that funds are used effectively to support our mission. This policy can be reviewed annually and adjusted based on the evolving needs of the organization and the legal landscape.