

Sponsorship Levels for Rentals or External Events Framework

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This framework outlines six sponsorship levels for rentals or external events at Foothills Unitarian Church. Each level includes definitions, descriptions of what is provided, the associated costs to the church, and considerations for opportunity cost, staff involvement, and building use.

1. No Sponsorship

Definition: The event organizer pays the full market rate for building use, with no additional services, discounts, or promotional efforts by the church.

Provided Services:

- Access to the reserved space(s) as-is.
- Basic building use instructions provided beforehand.
- No setup, reset, or staff support.

General Cost to the Church:

- **Opportunity Cost:** Minimal, as no staff resources are required beyond building access coordination.
- **Staff and Building Use Cost:** Key issuance or access management only (~15-30 minutes of admin time for scheduling and communication).

Ideal For: Events unrelated to church mission or values, or where the organizer prefers no involvement from the church beyond basic building use.

2. Promotional Only

Definition: The church offers strategic promotional support for an external event without providing building access, staff involvement, or other logistical support.

Provided Services:

- Inclusion in the church's promotional channels, such as newsletters, social media, and bulletin announcements.
- Strategic guidance to align promotional efforts with the event's goals (if applicable).

General Cost to the Church:

- **Opportunity Cost:** Low, as no building or staff resources are used, but communication space is allocated.
- **Staff and Building Use Cost:** Minimal (~30 minutes to 1 hour for promotional coordination).

Ideal For: Events or initiatives that align with church values or mission and would benefit from community visibility but do not require physical resources or staff support.

3. Turn-Key Building Use

Definition: The event organizer is provided access to the building as is, with no additional setup, reset, or staff involvement beyond providing building access.

Provided Services:

- Access to the reserved space(s) as-is.
- Basic building use instructions provided beforehand.

General Cost to the Church:

- **Opportunity Cost:** Minimal, as no staff resources are required beyond building access coordination.
- **Staff and Building Use Cost:** Key issuance or access management only (~15-30 minutes of admin time for scheduling and communication).

Ideal For: Self-sufficient organizers who need a simple, clean space with no modifications.

4. Building Use + Minimal Setup

Definition: Includes access to the building with minor setup/reset (less than one hour total). May also include a short AV training session if the organizer will self-manage the AV system.

Provided Services:

- Access to the reserved space.
- Minimal setup/reset by staff (e.g., arranging chairs, small table adjustments).
- Optional AV training (~30 minutes).

General Cost to the Church:

- **Opportunity Cost:** Low, but slightly more due to staff time allocation for setup/reset.

- **Staff and Building Use Cost:** 1-1.5 hours total (setup/reset + optional AV training). Includes basic utilities and building wear-and-tear.

Ideal For: Events needing minor preparation, such as meetings, workshops, or community gatherings with light AV requirements.

5. Discounted Rate

Definition: The church offers a discounted rental rate to support events that align partially with church values or mission. No staff involvement or promotional support is included.

Provided Services:

- Access to reserved space(s) as-is or with minimal setup (similar to Levels 1 and 2).
- Discounted rental rate.

General Cost to the Church:

- **Opportunity Cost:** Low, depending on staff time allocation and utility use.
- **Staff and Building Use Cost:** Minimal (~1-2 hours total for admin, setup/reset).

Ideal For: Mission-aligned events where cost might be a barrier for organizers, such as nonprofit gatherings or small community events.

6. Event Management

Definition: Requires church staff to manage and oversee the event, ensuring all building and technical aspects are handled during the event.

Provided Services:

- Staff presence on-site throughout the event.
- Setup/reset of spaces as needed.
- AV setup and management during the event.
- Troubleshooting any issues that arise.

General Cost to the Church:

- **Opportunity Cost:** Moderate, as staff time is committed to the event, limiting availability for other tasks.
- **Staff and Building Use Cost:** ~4-6 hours of staff time (setup, event management, reset). Includes utilities, wear-and-tear, and AV system usage.

Ideal For: External events requiring more hands-on support, such as performances, conferences, or weddings.

7. "As if Internal" Event

Definition: The church assumes full responsibility for the success of the event, integrating staff at a deep level to plan, promote, and execute as though it were a church-sponsored event.

Provided Services:

- Comprehensive event planning and coordination by church staff.
- Full AV support, including advanced technical needs.
- Setup and reset tailored to event needs.
- **Strategic promotion and communication integration (if applicable).**
- On-site staff presence throughout the event to manage logistics.

General Cost to the Church:

- **Opportunity Cost:** High, as significant staff time is diverted from other church ministries or initiatives.
- **Staff and Building Use Cost:** ~10-20+ hours of staff time (includes planning, execution, and follow-up). High utility, wear-and-tear, and potential opportunity costs.

Ideal For: Highly aligned external events or partnerships that resonate deeply with church values or mission, such as social justice initiatives or significant community collaborations.

Summary of Cost Considerations

| Level | Staff Involvement | Opportunity Cost | Building Use Costs | Ideal For |
|-------------------------------------|-----------------------------|------------------|------------------------------------|--|
| No Sponsorship | Minimal (~15-30 mins admin) | Very Low | Key issuance/admin time | Events unrelated to church mission. |
| Promotion Only | Minimal (~15-30 mins admin) | Very Low | Rental Only | Low lift missional events |
| Turn-Key Building Use | Minimal (~15-30 mins admin) | Very Low | Key issuance/admin time | Simple, self-sufficient events. |
| Building Use + Minimal Setup | Low (~1-1.5 hrs total) | Low | Setup/reset + optional AV training | Meetings or events needing light prep. |
| Discounted Rate | Low (~1-2 hrs total) | Low | Reduced rate for mission alignment | Mission-aligned events with barriers. |
| Event Management | Moderate (~4-6 hrs) | Moderate | Setup, reset, staff presence, AV | Events requiring full support on-site. |
| "As if Internal" Event | High (~10-20+ hrs) | High | Comprehensive event management | Highly aligned events with deep integration. |

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