

Glossary of Terms and Words

Agent	A person or company that provides a particular service, typically one that involves organising transactions between two other parties.
Agreement	A negotiated and typically legally binding arrangement between parties, which outlines a course of action.
Annual Report	A company's yearly report to shareholders, documenting its activities and finances in the previous financial year.
Applicant	A person who makes a formal application for something.
Application	A formal request to be considered for a position or to be allowed to carry out a certain action or possess something, submitted to an authority, institution, or organisation.
Articles of Association	A document that specifies the regulations for a company's operations and defines the company's purpose. The document lays out how tasks are to be accomplished within the organisation, including the process for appointing directors and the handling of financial records.
Asset	An item of property owned by a person or company, regarded as having value and available to meet debts, commitments, or legacies.
Audit	A systematic review or assessment of something.
Benefit	An advantage or profit gained from something.
Board	Elected participants of an organisation who function as part of a supervisory committee. This committee is defined as the governing body tasked to formulate the policy and direct the affairs of an institution in partnership with the CEO and management team. Key decisions for the business body as a whole derive from the consensus of the Board.
Changing Status	Altering the official classification given to a person, country, or organisation, determining their rights or responsibilities.
Commercial Interest	Any entity producing, marketing, re-selling, or distributing goods or services consumed by, or used in, the public sector.
Complimentary	Given or supplied free of charge.

Condition	The state of something with regard to its appearance, quality, or working order.
Constitution	A body of fundamental principles or established precedents according to which an organisation is acknowledged to be governed.
Constitute	Be part of a whole, or combine to form a whole.
Co-ordinator	A person whose job it is to organise events or activities, who negotiates with others in order to ensure they work together effectively.
Corporate Hospitality	The entertaining of clients by companies, in order to promote business, especially at sporting or other public events.
Core Funding	Defined as financial support that covers the fundamental 'core' organisational and administrative costs of a non-profit organisation, including salaries of non-project staff, rent, equipment, utilities, and communications.
Correspondence	Communication through the exchange of letters, e-mails or phone calls.
Credited	Public acknowledgment of a contributor's role in the project, programme or production thereof.
Creditor	A person or company to whom money is owed.
Criteria	A principle or standard by which something may be judged or decided.
Curate	To select, organise, and look after the items in a collection or exhibition. Alternatively, to select the performers or performances that will feature in an arts event or programme. To select, organise, and present online content, merchandise, information, etc., typically using professional or expert knowledge.
Deadline	The latest time or date by which something should be completed.
Disbursement	A payment, especially one made by a solicitor to a third party, subsequently claimed back from the client.
Disclosure	The action of making new or unknown/confidential information known.
Donation	A gift for which no return (financial) is expected or offered.
Eligibility	The state of having the right to do or obtain something through satisfaction of the appropriate conditions.
Endowment	An income or form of property given or bequeathed to someone.

Entity	A body with distinct and independent existence.
Expression of Interest	A statement by a company, investor or sponsor, of their intention to compete for an opportunity to do a job or become involved in a programme or project.
Financial Accountability	The responsibility for the way money is used and managed.
For-profit Entity money (a focuses a goal, money only	A business or organisation whose primary goal is to make profit), as opposed to a non-profit organisation, which such as helping the community, and is concerned with insofar as it is necessary to keep the organisation operating.
Foundation	An institution established with an endowment, for example a research body or charity.
Grant	Agreement to give or allow something requested.
High-level Overview	Means broad overview. This is a view that does not cover details. It provides a very simple and general explanation or presentation of the material/subject.
Incentivise	Motivate or encourage someone to do something; provide with an incentive.
Income	Money received, especially on a regular basis, for work or through investments, projects or programmes.
Independent Audit	An examination of the financial records, accounts, business transactions, accounting practices and internal controls.
In-kind Sponsorship	(Or) value-in-kind sponsorship, as it is often referred to, is a type of sponsorship where the sponsor agrees to provide goods or services (value in kind) instead of cash, as part of a sponsorship agreement.
Intermediary	A person who acts as a link between people, in order to initiate an agreement; a mediator.
Letter of Endorsement	A support, authorisation, approval of something. While writing a letter of endorsement one must show advocating to a person, an idea, a movement, or an organisation. Mention can be made of one's position, title or expertise, which can aid the endorsement in any way.
Legal Status	A status defined by law. The relative position or standing of things, businesses or persons in a society.
Liquidation	The conversion of assets into cash (i.e. by selling them); the clearing of a debt.
Liquidator	A person appointed to conclude the affairs of a company or firm.

Membership	The state of belonging to an organisation such as BASA.
Memorandum	A written message in business or diplomacy; a document recording something for future use, or a document recording the terms of a contract or other legal details.
Merit deserving	The quality of being particularly good or worthy, especially of praise, reward or funds.
Monetary	Relating to money or currency.
Non-profit Entity	An NGO that operates independently of any government; typically one whose purpose addresses a social or political issue.
Non-registered Entity	A business not covered under the provisions of the Companies Act 2006. Unregistered companies can be sole traders, with a single owner, or partnerships, where two or more people agree to operate the business for profit.
Open Access	Refers to free, unrestricted access to outputs, such as journal articles, books, projects or programmes. Open access content is open to all, with no access fees or permission required.
Organisation	An organised group of people with a particular purpose, such as a business or government department.
Parameters	A numerical or other measurable factor, forming one of a set that defines a system or sets the conditions of its operation.
Payment Cycle	Is a set of rules that defines the criteria by which scheduled payments are selected for payment creation, e.g. Payroll may be on a weekly, bi-weekly, or monthly pay cycle.
Prejudice	Dislike, hostility, or unjust behaviour deriving from preconceived, bigoted and unfounded opinions.
Producing	To make something using creative skills. Make or manufacture from components or raw materials.
Promotional Agency	Commonly referred to as an advertising agency, this is an entity that handles marketing and advertising for a company or companies. While some companies rely on independent promotion agencies, large companies often have in-house operations that handle promotion and advertising.
Promoter	A person or company that finances or organises a sporting event, concert or theatrical production.
Public Body	A body, organisation or agency that is financed by a form of

government, which acts independently of it, and has the responsibility to report key data, evidence, facts and statistics to the government. The body is accountable for their role, responsibility and objectives.

Public Funding	Refers to the funds of every political division of a state, wherein taxes are levied for public purposes. The term 'public fund' also covers the revenue or money of a government, state or municipal corporation.
Public Opening	No restrictions on those allowed to participate.
Public Relations Consultant	A communications specialist who works as an intermediary between the public and an organisation or business. The organisation is dependent on the public relations consultant, to effectively disseminate and communicate its mission, policies and goals to the public.
Rationale	A set of reasons or a logical basis for a course of action or belief.
Recipient	A person or thing that receives or is awarded something.
Recommendation	A suggestion or proposal for the best course of action, especially one proposed by an authoritative body.
Registered	Entered or recorded on an official list or directory.
Regulation	A rule or directive made and maintained by an authority.
Report	A written account of something that one has observed, heard, done, or investigated.
Representative	A legislative assembly or deliberative body, consisting of a person or persons chosen to act and speak on behalf of a wider group, project or programme.
Reserve	Refrain from delivering a judgement or decision without due consideration or evidence.
Retroactively	With effect from a date in the past.
Ring-fenced	To set aside a grant or fund, so that it can only be used for a particular purpose.
Scheme	A large-scale systematic plan or arrangement, for attaining some particular object or for putting a particular idea into effect.
Secured	Fix or attach something firmly so that it cannot be moved or lost.
Shortlist	A list of selected candidates from which a final choice is made.
Solicitor	A member of the legal profession qualified to deal with conveyancing, drawing up of contracts, and other legal matters.

Sponsor	A person or organisation that pays for or contributes to the costs involved in staging an artistic event in return for advertising.
Sponsorship	Payment of money by a business to an arts organisation, for the purpose of promoting the business name, products and services, or for gaining other business benefits.
Sponsorship Consultant	Often these individuals or agencies combine sponsorship expertise with other communication/marketing skills. For example, such a consultant might help the corporate client define sponsorship goals, set sponsorship policies, or integrate sponsorship broadly within a corporation.
Start Date	Refers to the date on which any publicity campaign or promotional material relevant to the sponsored programme is due to appear.
Subsidiary	Less important than, but related or supplementary to something. A company controlled by a holding or parent company, or a company controlled by a holding company.
Supporting Grants Officer	A key member of many non-profit organisations and educational institutions. They research available grants and write proposals for funds that are typically provided for specified purposes; the officer also ensures that funding is used in accordance with the grant requirements.
Template	A pre-determined format for a document or file.
Terms	Conditions under which an action may be undertaken or an agreement reached; stipulated or agreed requirements.
Third Party	Relating to a person or group aside from the two primarily involved in a situation.
Trial Membership	A period of assessment, before a commitment to purchase.
Trust	The state of being responsible for someone or something. An arrangement whereby a person (a trustee) holds property as its nominal owner for the good of one or more beneficiaries.
Walkabout	An informal stroll amongst a crowd conducted by an important visitor, artist, curator or creative.
Workshop	A meeting or gathering at which a group of people engage actively in intensive discussion on a particular subject or project.