



Australian Government

Department of Education, Employment and Workplace Relations

CUEFIN03C Obtain sponsorship

Revision Number: 1

CUEFIN03C Obtain sponsorship

Modification History

Not applicable.

Unit Descriptor

Unit descriptor	<p>This unit describes the skills and knowledge required to obtain and manage sponsorship for an activity, event or organisation.</p> <p>No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement.</p>
------------------------	---

Application of the Unit

Application of the unit	<p>People in middle to senior management roles in cultural industry organisations or companies apply the skills and knowledge outlined in this unit, which focuses on 'one-off' sponsorship arrangements or ongoing activities within an organisation. People in this role require a sound knowledge of sponsorship opportunities and protocols in a given industry context plus a range of communication, negotiation and management skills.</p> <p>This unit has linkages to a range of other financial, marketing and management units, and combined assessment and/or training with those units would be appropriate, e.g.:</p> <ul style="list-style-type: none"> • CUEFIN01C Develop a budget • CUEFIN02C Manage a budget • other marketing units • units dealing with development and presentation of business proposals.
--------------------------------	--

Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Prerequisite units		

Employability Skills Information

Employability skills	This unit contains employability skills.
-----------------------------	--

Elements and Performance Criteria Pre-Content

Elements describe the essential outcomes of a unit of competency.	Performance criteria describe the performance needed to demonstrate achievement of the element. Where bold italicised text is used, further information is detailed in the required skills and knowledge section and the range statement. Assessment of performance is to be consistent with the evidence guide.
---	--

Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1. Determine financial requirements and sponsorship opportunities	1.1. Identify financial requirements in consultation with <i>relevant colleagues</i> 1.2. Set sponsorship targets based on financial requirements of activity and estimated income and expenditure 1.3. Identify <i>items</i> , activities or projects to be sponsored based on <i>potential sponsor</i> appeal and the needs of the organisation 1.4. Assess previous methods of securing finance for relevance to the activity 1.5. Identify potential sponsors in accordance with the nature of the activity and/or previous sponsors
2. Obtain sponsorship	2.1. Develop sponsorship proposals in a clear, concise and professional way to include full breakdown of costs and benefits and other relevant sponsor information 2.2. Distribute and/or present sponsorship information in accordance with agreed targets 2.3. Undertake follow-up promotion and negotiation as required 2.4. Conduct meetings to discuss proposals in a professional and business-like manner 2.5. Make written contracts/agreements with the sponsor to include full details of commitments made by both parties
3. Service sponsors	3.1. Organise activities in accordance with sponsorship agreements ensuring all agreements made are honoured 3.2. Provide and request feedback to and from the sponsor 3.3. Monitor and evaluate activities and make adjustments accordingly 3.4. Identify and action opportunities to enhance value of involvement for sponsors and benefits for the organisation 3.5. Maintain accurate and current <i>documentation</i> as required throughout the process 3.6. Undertake follow-up liaison with sponsor

Required Skills and Knowledge

REQUIRED SKILLS AND KNOWLEDGE

This section describes the skills and knowledge required for this unit.

Required skills

- written communication skills sufficient to develop sponsorship proposals
- familiarity with presentation tools, e.g. software
- negotiation and communication skills in relation to sponsorship activities
- project management skills in relation to managing sponsorship activities

Required knowledge

- sponsorship protocols in relation to making contact, nature of proposals, involvement of sponsor in activities and reporting expectations in a given industry context
- potential sponsorship contacts and sources of finance in commerce and/or government in the relevant industry context
- features and formats for sponsorship proposals/packages in the relevant industry context
- features of contracts and agreements and how to interpret them

Evidence Guide

EVIDENCE GUIDE	
<p>The Evidence Guide provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge, range statement and the Assessment Guidelines for the Training Package.</p>	
Overview of assessment	
Critical aspects for assessment and evidence required to demonstrate competency in this unit	<p>The following evidence is critical to the judgement of competence in this unit:</p> <ul style="list-style-type: none"> • development of clear, concise and professional sponsorship proposals • effective communication, presentation and negotiation skills.
Context of and specific resources for assessment	<p>The assessment context must provide for:</p> <ul style="list-style-type: none"> • project or work activities conducted over a period of time that allow the candidate to plan and implement sponsorship for an organisation, activity or event • involvement of and interaction with others to allow the communication and negotiation aspects of the unit to be assessed.
Method of assessment	<p>Assessment may incorporate a range of methods to assess performance and the application of essential underpinning knowledge, and might include:</p> <ul style="list-style-type: none"> • evaluation of reports detailing sponsorship projects or activities conducted by the candidate • evaluation of reports prepared by the candidate detailing the processes undertaken to obtain and manage sponsorship • case studies and problem solving to assess ability to develop sponsorship approaches to different workplace contexts • review of portfolios of evidence and third party workplace reports of on-the-job performance by the candidate. <p>Assessment methods should closely reflect workplace demands and the needs of particular groups (e.g. people with disabilities, and people who may have literacy or numeracy difficulties such as speakers of languages other than English, remote communities and those with interrupted schooling).</p>

EVIDENCE GUIDE**Guidance information for assessment**

Assessment of this unit requires access to:

- current technology for the presentation of sponsorship proposals
- activity/event/program/organisation to be sponsored.

Range Statement

RANGE STATEMENT

The range statement relates to the unit of competency as a whole. It allows for different work environments and situations that may affect performance. Bold italicised wording, if used in the performance criteria, is detailed below. Essential operating conditions that may be present with training and assessment (depending on the work situation, needs of the candidate, accessibility of the item, and local industry and regional contexts) may also be included.

<i>Relevant colleagues</i> may include:	<ul style="list-style-type: none"> • boards of management • funding bodies • management • organising committees • technical or creative specialists
<i>Items</i> , activities or events to be sponsored may include:	<ul style="list-style-type: none"> • entertainment • exhibitions (permanent or temporary) • meals • ongoing organisation activities • physical items • social events • total productions • travel
<i>Potential sponsors</i> may include:	<ul style="list-style-type: none"> • audiences • boards of directors, councils or other governing bodies • community bodies • existing sponsors • friends' organisations • government agencies • investors • joint partners, including limited life partners • new sponsors
<i>Documentation</i> to be maintained for sponsorship may include:	<ul style="list-style-type: none"> • activity reports/schedules • attendance figures • contracts • financial records

Unit Sector(s)

Unit sector	
--------------------	--

Competency field

Competency field	Finance - financial management
-------------------------	--------------------------------

Co-requisite units

Co-requisite units		