



Australian Government

Department of Education, Employment and Workplace Relations

SITXFIN006A Obtain and manage sponsorship

Revision Number: 1

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Modification History

Not applicable.

Unit Descriptor

Unit descriptor

This unit describes the performance outcomes, skills and knowledge required to obtain and manage sponsorship for an activity, event or other organisational activity.

No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement.

Application of the Unit

Application of the unit

This unit applies in any industry context where sponsorship is sought to support business or community activity. Sponsorship may relate to a one-off activity, such as an event, or to ongoing operations, such as sponsorship of a particular service.

The unit has particular relevance in the cultural, community, hospitality, sporting and tourism sectors. It requires sound knowledge of sponsorship opportunities and protocols in a given industry context, as well as a range of advanced communication, negotiation and management skills. This role is undertaken by individuals working autonomously, in consultation with colleagues and sometimes under the overall guidance of event organising committees.

Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Prerequisite units Nil

Employability Skills Information

Employability skills The required outcomes described in this unit of competency contain applicable facets of employability skills. The Employability Skills Summary of the qualification in which this unit is packaged will assist in identifying employability skills requirements.

Elements and Performance Criteria Pre-Content

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

Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1 Determine sponsorship requirements and opportunities.	<p>1.1 Identify sponsorship requirements in consultation with <i>appropriate colleagues</i>.</p> <p>1.2 Develop targets for sponsorship based on financial parameters of the activity.</p> <p>1.3 Identify <i>items, activities or projects to be sponsored</i> based on potential sponsor appeal and the needs of the organisation.</p> <p>1.4 Identify <i>potential sponsors</i> according to nature of the activity and previous approaches.</p>

ELEMENT	PERFORMANCE CRITERIA
2 Source sponsorship.	<ul style="list-style-type: none">2.1 Develop <i>sponsorship materials</i> in a clear, concise and professional format to include a full breakdown of costs and benefits and other relevant sponsor information.2.2 Distribute and present sponsorship materials according to agreed targets and after appropriate approvals.2.3 Undertake follow-up promotion and negotiation with potential sponsors.2.4 Discuss and negotiate additional opportunities with the sponsor where appropriate.2.5 Make written contracts or agreements with the sponsor to include full details of commitments made by both parties.
3 Service sponsors.	<ul style="list-style-type: none">3.1 Brief colleagues on details of sponsorship arrangements.3.2 Organise activities according to sponsorship agreement ensuring all agreements made are honoured.3.3 Monitor and evaluate activities and make adjustments accordingly.3.4 Provide and request feedback to and from the sponsor.3.5 Identify and action opportunities to enhance value of involvement for sponsors and benefits for the organisation.3.6 Maintain and distribute accurate and current <i>sponsorship documentation</i> throughout the process.3.7 Liaise and follow up with sponsor in a timely fashion, initiating future cooperative approaches where appropriate.

Required Skills and Knowledge

REQUIRED SKILLS AND KNOWLEDGE

This section describes the essential skills and knowledge and their level, required for this unit.

The following skills must be assessed as part of this unit:

- literacy skills to develop sponsorship materials and agreements expressing complex business ideas and proposals
- numeracy skills to evaluate budgets and interrogate or use a range of financial data to inform sponsorship activities
- negotiation and communication skills to undertake sponsor liaison and management.

The following knowledge must be assessed as part of this unit:

- sponsorship protocols in relation to making contact, nature of proposals, involvement of sponsor in activities and reporting expectations
- features and formats for sponsorship proposals and packages in the relevant industry context
- features of sponsorship contracts and agreements
- potential sponsorship contacts and sources of finance in the relevant industry context.

Evidence Guide

EVIDENCE GUIDE

The evidence guide provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge, the range statement and the Assessment Guidelines for this Training Package.

Critical aspects for assessment and evidence required to demonstrate competency in this unit

Evidence of the following is essential:

- development of clear, concise and professional sponsorship proposals
- comprehensive knowledge of practices and protocols in relation to accessing sponsorship opportunities
- application of effective communication and negotiation skills in the context of sponsorship management
- demonstration of skills by obtaining and managing sponsorship for at least one activity, project or event.

EVIDENCE GUIDE

Context of and specific resources for assessment

Assessment must ensure:

- adequate timeframes for the activity so that implementation, monitoring and follow-up activities can be assessed
- involvement of potential and actual sponsors to allow the communication and negotiation aspect of obtaining and managing sponsorship to be assessed
- use of current technology to design effective sponsorship proposals.

Methods of assessment

A range of assessment methods should be used to assess practical skills and knowledge. The following examples are appropriate for this unit:

- project to initiate and manage sponsorship activities
- case studies to assess knowledge of sponsorship practices and protocols for a range of activities and events
- review of portfolios of evidence and third-party workplace reports of on-the-job performance by the candidate.

Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended.

Assessing employability skills

Employability skills are integral to effective performance in the workplace and are broadly consistent across industry sectors. How these skills are applied varies between occupations and qualifications due to the different work functions and contexts.

Employability skills embedded in this unit should be assessed holistically with other relevant units that make up the skill set or qualification and in the context of the job role.

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 in the performance criteria is detailed below.

Appropriate colleagues may include:

- management
- event organisers
- customers
- management committees
- funding bodies.

Items, activities or projects to be sponsored may include:

- overall event or activity sponsorship
- physical items, such as satchels
- meals
- travel
- permanent or temporary exhibitions
- entertainment
- sporting components
- speaker sessions
- social events
- ongoing organisation activities, such as an annual publication
- one-off promotional activities or projects.

Potential sponsors may include:

- individuals
- private companies
- government agencies
- industry organisations or professional associations
- educational institutions
- community organisations
- investors
- existing sponsors.

Sponsorship materials may include:

- electronic presentations
- printed promotional material.

RANGE STATEMENT

Sponsorship documentation may include:

- financial records
- activity reports or schedules
- attendance figures
- feedback documentation
- contracts.

Unit Sector(s)

Sector Cross-Sector

Competency field

Competency field Finance