



Australian Government

AHCCCF417 Obtain and manage sponsorship

Release: 1

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Modification History

Release	Comments
Release 1	This version released with AHC Agriculture, Horticulture and Conservation and Land Management Training Package Version 9.0.

Application

This unit of competency describes the skills and knowledge required to obtain program sponsorship and manage sponsorship commitments.

The unit applies to individuals who apply specialist skills and knowledge to obtain and manage sponsorship. This includes applying and communicating non-routine technical solutions to predictable and unpredictable problems.

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

Pre-requisite Unit

Nil

Unit Sector

Community Coordination and Facilitation (CCF)

Elements and Performance Criteria

Elements	Performance Criteria
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
1. Identify sponsorship opportunities	1.1 Target appropriate partners to the program as potential sponsors 1.2 Develop a rationale for sponsoring the program or activities which achieves a balance between sponsor requirements and program goals, and benefits to the sponsor and program 1.3 Confirm feasibility of sponsorship opportunities through research and analysis 1.4 Itemise mutual benefits and develop a list of targets

Elements	Performance Criteria
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
	1.5 Consider community, cultural and equity requirements of group operations when developing list of target sponsor companies
2. Prepare and deliver sponsorship pitch	2.1 Make contact with potential sponsor 2.2 Maintain the best interests of the program, group and agency in sponsorship approach 2.3 Prepare presentation support materials with appropriate accuracy, style and degree of information 2.4 Communicate an understanding of and respect for sponsors' business and show how sponsorship will be mutually beneficial 2.5 Include outcomes of any prior sponsorship arrangements in pitch and negotiations 2.6 Follow up presentation in a manner that maintains integrity of the negotiations
3. Negotiate sponsorship deal	3.1 Agree on terms which satisfy the sponsor, the program and the associated agency 3.2 Express nature of sponsorship and the benefits to the sponsor in explicit terms, ensuring they are understood by all parties 3.3 Identify commitments under the sponsorship arrangements to assist maintenance of relationship 3.4 Prepare a sponsorship agreement, contract or memorandum of understanding according to workplace, sponsor and legal requirements
4. Maintain sponsorship deal	4.1 Meet legal, financial, cultural, ethical, equity and other requirements throughout the sponsorship period 4.2 Meet commitments under the sponsorship arrangements promptly and deliver agreed benefits to the sponsor 4.3 Acknowledge sponsor support for program or project in literature, reports, media, websites, on social media platforms or on-site according to sponsor requirements 4.4 Identify timing for the start of discussions to extend or complete the sponsorship

Foundation Skills

This section describes those language, literacy, numeracy and employment skills that are essential for performance in this unit of competency but are not explicit in the performance criteria.

Skill	Description
Reading	Identify and interpret information regarding program goals and requirements
Writing	Use clear language, accurate industry terminology and logical structure to prepare a sponsorship agreement, contract or memorandum of understanding
Oral communication	Initiate discussions with sponsors, using clear language and standard industry terminology to discuss sponsorship benefits and agree on sponsorship terms

Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
AHCCCF417 Obtain and manage sponsorship	AHCCCF403 Obtain and manage sponsorship	Changes to unit application Minor changes to performance criteria Foundation skills added Major and minor edits to performance and knowledge evidence and assessment conditions	Not equivalent

Links

Companion Volumes, including Implementation Guides, are available at VETNet: -
<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=c6399549-9c62-4a5e-bf1a-524b2322cf72>