



Australian Government

**Assessment Requirements for BSBMKG521
Plan and implement sponsorship and event
marketing**

Release: 1

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Modification History

Release	Comments
Release 1	This version first released with BSB Business Services Training Package Version 1.0.

Performance Evidence

Evidence of the ability to:

- show development of a sponsorship and event marketing plan that includes:
 - objectives and purpose of strategy
 - a comprehensive rationale
 - a detailed budget
 - an implementation plan
 - methods to measure effectiveness
- implement a sponsorship AND an event marketing strategy, including draft contracts and evidence of negotiations
- evaluate success of sponsorship and event marketing strategy.

Note: If a specific volume or frequency is not stated, then evidence must be provided at least once.

Knowledge Evidence

To complete the unit requirements safely and effectively, the individual must:

- explain different sponsorships and events suitable for marketing in own context
- outline methods of evaluating effectiveness of sponsorship and event marketing strategies
- explain sources of advice available on contract requirements for sponsorship and event marketing.

Assessment Conditions

Assessment must be conducted in a safe environment where evidence gathered demonstrates consistent performance of typical activities experienced in the business development – marketing field of work and include access to:

- office equipment and resources

- relevant workplace documents and data
- case studies and, where possible, real situations.

Assessors must satisfy NVR/AQTF assessor requirements.

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=11ef6853-ceed-4ba7-9d87-4da407e23c10>