



Australian Government

SISSPAR006 Prepare and present athlete sponsorship proposals

Release: 1

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Modification History

Not applicable.

Application

This unit describes the performance outcomes, skills and knowledge required to develop sponsorship proposals for athletes. It focuses on preparing and presenting sponsorship proposals to potential sponsors.

This unit applies to athletes, sport developers and sport administrators in the Australian sport industry.

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

Pre-requisite Unit

Nil

Competency Field

Participation

Unit Sector

Sport

Elements and Performance Criteria

ELEMENTS

PERFORMANCE CRITERIA

Elements describe the essential outcomes

Performance criteria describe the performance needed to demonstrate achievement of the element.

1. Research potential sponsors.

1.1.Set sponsorship objectives to complement sport-specific needs of athletes.

1.2.Research and interpret industry information to identify potential sponsors aligned to sponsorship objectives.

1.3.Research and analyse sponsorship criteria to assess athlete eligibility.

1.4.Use written and verbal communication to approach potential sponsors and establish and build rapport.

2. Develop sponsorship proposals.

2.1.Research potential sponsors to identify sponsor requirements and sponsorship history.

- 2.2. Plan, develop and document sponsorship proposal content to meet sponsorship objectives and meet sponsor requirements.
 - 2.3. Identify and consult with sources of support in the development and documentation of sponsorship proposals.
 - 2.4. Submit sponsorship proposals according to sponsor requirements.
3. Present sponsorship proposals to potential sponsors.
 - 3.1. Organise and confirm meeting arrangements with potential sponsors.
 - 3.2. Prepare sponsorship proposal presentations for sponsor meetings.
 - 3.3. Present sponsorship proposal presentations to potential sponsors.
 - 3.4. Seek and respond to feedback arising from sponsorship proposal presentations.

Foundation Skills

Foundation skills essential to performance in this unit, but not explicit in the performance criteria are listed here, along with a brief context statement.

SKILLS

DESCRIPTION

- | | |
|--------------------------------------|---|
| Writing skills to: | <ul style="list-style-type: none">• approach and respond to sponsors in writing• document sponsorship proposals in the required detail and format. |
| Oral communication skills to: | <ul style="list-style-type: none">• ask open and closed questions and actively listen. |
| Numeracy skills to: | <ul style="list-style-type: none">• interpret dates, times and monetary amounts in sponsorship information• estimating and calculating sponsorship value. |
| Initiative and enterprise skills to: | <ul style="list-style-type: none">• identify and act on sponsorship opportunities. |
| Planning and organising skills to: | <ul style="list-style-type: none">• develop sponsorship proposals within specific timelines• organise time and resources to develop sponsorship proposals and present to potential sponsors. |
| Technology skills to: | <ul style="list-style-type: none">• use the internet to source sponsorship information. |

Unit Mapping Information

SISSCOP306A Prepare a sponsorship proposal

Links

Companion Volume Implementation Guides -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=1ca50016-24d2-4161-a044-d3faa200268b>