



Australian Government

Department of Education, Employment and Workplace Relations

SISSCOP306A Prepare a sponsorship proposal

Release: 1

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Modification History

Not applicable.

Unit Descriptor

This unit describes the performance outcomes, skills and knowledge required to develop a sponsorship proposal for a specific sport or activity area. It focuses on identifying and accessing information about potential sponsors, preparing a sponsorship proposal and implementation plan and presenting it.

Application of the Unit

This unit applies to those likely to undertake a career as an athlete at a regional, state, territory or national level which may enable match payments, prize money, grants or endorsements to form the primary source of their income.

Licensing/Regulatory Information

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

Pre-Requisites

Nil

Employability Skills Information

This unit contains employability skills.

Elements and Performance Criteria Pre-Content

Elements and Performance Criteria

ELEMENT

PERFORMANCE CRITERIA

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.

1. Collect information to prepare a sponsorship proposal.

1.1 Identify the ***mutual benefits of sponsorship*** for the athlete and sponsor in the relevant sport or activity.

1.2 Research successful sporting affiliations in the relevant sport or activity.

1.3 Identify ***contractual obligations*** associated with sporting affiliations.

1.4 Identify ***sources of support*** for preparing sponsorship proposals.

1.5 Identify and access sources of information on the demographics of the relevant sport or activity.

2. Research the background of potential sponsors.

2.1 Identify potential companies who could be approached with a sponsorship proposal for the relevant sport or activity according to ***organisational policies and procedures***.

2.2 Access and analyse the mission statement and values of each identified company.

2.3 Identify sources of information on the core business of each identified company and establish that it complements the sporting initiative or activity.

2.4 Identify and analyse the company's ***sponsorship criteria***.

2.5 Identify a list of ***key personnel*** in each identified company.

3. Develop a sponsorship proposal.

3.1 Access and document ***background information*** required for the proposal.

3.2 Identify and document the ***rights and responsibilities of each party***.

3.3 Identify and document relevant contact details for the sponsorship proposal.

3.4 Complete the proposal according to potential ***sponsor's***

- requirements* and organisational policies and procedures.
4. Develop an implementation plan for the proposal.
- 4.1 Develop and document a *timeframe and methodology* to implement the sponsorship proposal.
- 4.2 Identify and document *methods of reporting* back to the sponsor on the progress of the contracted activities.
- 4.3 Identify and document *performance indicators* against which the sponsorship will be evaluated at the completion of the contract.
- 4.4 Identify and document contingency plans for the contract period.
- 4.5 Seek feedback on the proposal from key personnel and incorporate as appropriate.
- 4.6 Confirm *lodgement details* and submit proposal.
5. Present the proposal to potential sponsors.
- 5.1 Organise and confirm a suitable meeting time with the potential sponsor.
- 5.2 Access and organise *resources* for the presentation.
- 5.3 Select communication strategies appropriate for the presentation.
- 5.4 Present the proposal to potential sponsors using selected communication strategies.
- 5.5 Contact the sponsor after the presentation to follow up on any feedback or concerns arising from the presentation.

Required Skills and Knowledge

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

Required skills

- communication skills to:
 - develop rapport with potential sponsors
 - liaise with personnel to seek feedback on the proposal
 - present the proposal and implementation plan to potential sponsors
 - respond to queries and feedback
- language and literacy skills to:
 - access and interpret information in relation to preparing sponsorship proposals
 - research potential sponsors
 - develop and document a sponsorship proposal and implementation plan
- planning and organising skills to:
 - develop the proposal within specific timelines
 - organise a time and resources to present the proposal to potential sponsors
- problem-solving skills to develop contingency plans for the contracted period
- initiative and enterprise to identify and pursue sponsorship opportunities for the relevant sport or activity.

Required knowledge

- organisational policies and procedures to enable the development of compliant sponsorship proposals
- protocols and proformas for completing sponsorship proposals to enable proposals to be completed professionally
- benefits of sponsorship for specific sport or activity to enable aims and goals of sport or activity to align with sponsorship proposal
- organisational and potential sponsor's sponsorship criteria to enable proposals that address relevant areas
- rights and responsibilities of each party to enable sponsorship contracts to be conducted fairly and transparently.

Evidence Guide

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.

Overview of assessment

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

Evidence of the following is essential:

- conducts research to identify potential sponsors that meet organisational sponsorship requirements and compliment sporting or activity objectives
- consults with appropriate personnel to develop, document and present a sponsorship proposal that incorporates all necessary information about the proposed activity and the organisation's action plan to implement the sponsorship contract within specific timeframes
- seeks feedback on presentation from potential sponsors and follows up requests for further clarification or development of the proposal
- develops and documents contingency management plans to deal with issues that may arise during the life of the sponsorship contract.

Context of and specific resources for assessment

Assessment must ensure demonstration of research and preparation of sponsorship proposals that are of sufficient breadth and complexity to demonstrate competency and consistency of performance.

Assessment must also ensure access to:

- sport or activity-specific demographic information
- company profile information and sample sponsorship proposals
- resources to support the presentation of the sponsorship proposal
- organisational procedures and protocols for seeking and selecting potential sponsors
- sources of information on legal obligations.

Method of assessment

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

- observation of consultation with appropriate personnel to prepare a sponsorship proposal and presentation of proposal
- oral or written questioning to assess knowledge of

organisational policies and procedures in regard to seeking and selecting potential sponsors

- portfolio of research and analysis of information regarding potential sponsors, sponsorship proposal developed and presentation to potential sponsors.

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

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.

Mutual benefits of sponsorship may include:

- financial stability
- resources and facilities
- profile
- contacts
- media exposure
- public awareness.

Contractual obligations may include:

- media commitments
- appearances
- charity work.

Sources of support may include:

- sporting body
- marketing professional
- state institute or academy of sport
- club official
- solicitor
- coach
- personal manager.

Organisational policies and procedures may include:

- sponsorship guidelines
- conflicts with existing sponsors
- compatibility of sponsor with sporting activities and objectives.

Sponsorship criteria may include:

- potential to target market audiences
- increases in customer base and sales
- duration of sponsorship.

Key personnel may include:

- coach
- club officials
- general manager or chief executive officer
- financial manager
- marketing manager
- public relations manager.

Background information may include:

- history of the sport
- demographics of the sport
- prospective audience for the sport
- membership of the sport
- current programs in the sport

Rights and responsibilities of each party may include:

- future goals for the sport
- annual reports.
- naming rights
- merchandising or branding
- promotional opportunities
- termination of sponsorship
- legal responsibilities
- shareholder interest
- conflict of interest
- contractual obligations
- financial reporting
- existing sponsors.

Sponsor's requirements may include:

- format of proposal
- presentation of proposal
- dates for submission of proposals.

Timeframe and methodology may include:

- operational timeline for each step of activity
- roles and responsibilities of each member of operational staff
- expected outcomes of each stage.

Methods of reporting may include:

- periodical written reports
- verbal update
- site visits.

Performance indicators may include:

- financial
- attendance
- publicity gained
- testimonials.

Lodgement details may include:

- lodgement dates
- methods of lodgement
- number of copies.

Resources may include:

- audiovisual equipment
- CDs
- posters
- supporting materials.

Unit Sector(s)

Sport

Competency Field

Career Oriented Participation