



Australian Government

AHCCCF403 Obtain and manage sponsorship

Release: 1

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Modification History

Release	TP Version	Comment
1	AHCv1.0	Initial release

Application

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

It applies to those who plan and obtain sponsorship for a community program such as Landcare. It includes taking responsibility for own work and providing and communicating solutions to a range of predictable and sometimes unpredictable problems.

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

Pre-requisite Unit

Nil

Unit Sector

Community Coordination and Facilitation (CCF)

Elements and Performance Criteria

Element	Performance criteria
Elements describe the essential outcomes.	Performance criteria describe the performance needed to demonstrate achievement of the element.
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 the sponsors' requirements and the 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 list of targets 1.5 Consider community, cultural and equity requirements in the group operations in developing list of target sponsor companies

Element	Performance criteria
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 Ensure presentation and approach demonstrates an understanding of and respect for sponsors' business and shows 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 preserves the integrity of the negotiations
3. Successfully negotiate sponsorship deal	3.1 Agree on terms which satisfy both the sponsor and 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 both 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 in accordance with enterprise, 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 benefits to the sponsor as agreed 4.3 Recognise the support of sponsor for program or project in literature, reports and on-site 4.4 Identify timing for the start of discussions to extend or complete the sponsorship

Foundation Skills

Foundation Skills essential to performance are explicit in the performance criteria of this unit of competency.

Range of Conditions

Unit Mapping Information

This unit is equivalent to AHCCCF403A Obtain and manage sponsorship.

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=c6399549-9c62-4a5e-bf1a-524b2322cf72>