



Australian Government

BSBMKG521 Plan and implement sponsorship and event marketing

Release: 1

BSBMKG521 Plan and implement sponsorship and event marketing

Modification History

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

Application

This unit describes the skills and knowledge required to propose and implement sponsorships and events for specific brands/products.

It applies to individuals who are responsible for attracting a brand's target audience to increase brand involvement. Individuals work across a variety of industries and possess a sound theoretical knowledge base, and demonstrate a range of managerial skills to ensure business activities are conducted legally and effectively.

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

Unit Sector

Business Development – Marketing

Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
1. Investigate sponsorship and event marketing opportunities	1.1 Research and identify sponsorship and event marketing opportunities 1.2 Analyse advantages and disadvantages of a range of sponsorships and events 1.3 Identify target audience for potential sponsorship and event marketing, and analyse motivation 1.4 Identify legal, cultural and ethical requirements related to sponsorship and event marketing 1.5 Use a range of criteria to select sponsorships and events which

ELEMENT	PERFORMANCE CRITERIA
	would be effective for marketing to the target audience
2. Plan sponsorship and event marketing	2.1 Develop and record objectives and purpose of sponsorship and event marketing 2.2 Analyse and record how sponsorships and events fit with other marketing strategies and business objectives 2.3 Calculate costs of chosen sponsorships and events, and establish a budget 2.4 Plan timelines for implementation and continuation of sponsorships and events 2.5 Produce and present a sponsorship and event marketing proposal in a format appropriate to the organisation
3. Initiate implementation of sponsorships and events	3.1 Initiate negotiations required to proceed with sponsorships and events 3.2 Draft contracts for sponsorships and events under guidance of relevant experts 3.3 Assemble required resources to implement sponsorship and event marketing 3.4 Brief key staff on their required input to sponsorships and events and schedule work
4. Monitor and evaluate sponsorships and events	4.1 Identify and use evaluation criteria to determine effectiveness of sponsorships and event marketing arrangements 4.2 Develop a range of methods to evaluate effectiveness 4.3 Recommend modifications to sponsorship and event marketing arrangements in line with evaluation 4.4 Record improvement opportunities discovered during evaluation, to be used for current and future sponsorship and event marketing plans

Foundation Skills

This section describes language, literacy, numeracy and employment skills incorporated in the performance criteria that are required for competent performance.

Skill	Performance Criteria	Description
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Reading	1.1-1.5, 2.2, 4.1, 4.2	Identifies and analyses complex text to identify sponsorship and marketing opportunities
Writing	2.1, 2.2, 2.5, 3.2, 4.2, 4.4	Prepares detailed documentation using appropriate terminology and format to convey clear messages to team members and relevant stakeholders
Oral Communication	1.3, 2.5, 3.1, 3.2, 3.4, 4.3	- Participates in verbal exchanges using appropriate language and non-verbal features - Uses active listening and questioning to confirm understanding
Numeracy	2.3, 2.4	Uses mathematical skills to develop budgets and calculate work timeframes
Navigate the world of work	1.4, 2.2	- Understands own legal rights and responsibilities and extends this understanding across cultural and ethical protocols - Adheres to organisational policies and objectives and considers own role for its contribution to broader goals of work environment
Interact with others	2.5, 3.1, 3.2, 3.4, 4.3	- Cultivates relationships with people with the knowledge, skills and influence to get things done or provide support, building formal and informal networks within and beyond immediate work context - Recognises importance of taking audience, purpose and contextual factors into account when making decisions about what to communicate with whom, why and how
Get the work done	1.1-1.3, 1.5, 2.2, 2.4, 3.3, 4.1, 4.2, 4.4	- Develops plans for sponsorships and events using effective organisational skills to complete tasks with an awareness of how they may contribute to longer-term operational and strategic goals - In more complex, non-routine situations, uses formal decision-making processes, setting or clarifying goals, gathering information and identifying and evaluating several choices against a set of criteria - When dealing with complex issues, identifies the cause of the problem, and uses analytical processes to generate possible solutions - Uses each experience to reflect on opportunities for improvements in future

Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
BSBMKG521 Plan and implement sponsorship and event marketing	BSBMKG521A Plan and implement sponsorship and event marketing	Updated to meet Standards for Training Packages	Equivalent unit

Links

Companion Volume implementation guides are found in VETNet -

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

Assessment Requirements for BSBMKG521 Plan and implement sponsorship and event marketing

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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.

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