



Australian Government

Department of Education, Employment and Workplace Relations

CUEFIN03B Obtain sponsorship

Release: 1

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Modification History

Not applicable.

Unit Descriptor

This unit describes the skills and knowledge required to obtain and manage sponsorship for an activity, event or organisation. As such the unit may focus on 'one-off' sponsorship arrangements or ongoing activities within an organisation. The unit requires a sound knowledge of sponsorship opportunities and protocols in a given industry context plus a range of communication, negotiation and management skills.

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Application of the Unit

Not applicable.

Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Not applicable.

Employability Skills Information

Not applicable.

Elements and Performance Criteria Pre-Content

Not applicable.

Elements and Performance Criteria

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Element	Performance Criteria
1 Determine financial requirements and sponsorship opportunities	1.1 Identify financial requirements in consultation with appropriate colleagues 1.2 Set sponsorship targets based on financial requirements of activity and estimated income and expenditure 1.3 Identify items, activities or projects to be sponsored based on potential sponsor appeal and the needs of the organisation 1.4 Assess previous methods of securing finance for relevance to the activity 1.5 Identify potential sponsors in accordance with the nature of the activity and/or previous sponsors
2 Obtain sponsorship	2.1 Develop sponsorship proposals in a clear, concise and professional way to include full breakdown of costs and benefits and other relevant sponsor information 2.2 Distribute and/or present sponsorship information in accordance with agreed targets 2.3 Undertake follow-up promotion and negotiation as required 2.4 Conduct meetings to discuss proposals in a professional and business-like manner 2.5 Make written contracts/agreements with the sponsor to include full details of commitments made by both parties
3 Service sponsors	3.1 Organise activities in accordance with sponsorship agreements ensuring all agreements made are honoured 3.2 Provide and request feedback to and from the sponsor 3.3 Monitor and evaluate activities and make adjustments accordingly

- 3.4 Identify and action opportunities to enhance value of involvement for sponsors and benefits for the organisation
- 3.5 Maintain accurate and current documentation as required throughout the process
- 3.6 Undertake follow-up liaison with sponsor

Required Skills and Knowledge

Not applicable.

Evidence Guide

Underpinning skills and knowledge

Assessment must include evidence of the following knowledge and skills:

- sponsorship protocols in relation to making contact, nature of proposals, involvement of sponsor in activities and reporting expectations in a given industry context
- potential sponsorship contacts and sources of finance in commerce and/or government in the relevant industry context
- features and formats for sponsorship proposals/packages in the relevant industry context
- written communication skills sufficient to develop sponsorship proposals
- features of contracts and agreements and how to interpret them
- negotiation and communication skills in relation to sponsorship activities
- project management skills in relation to managing sponsorship activities.

Linkages to other units

This unit has linkages to a range of other financial, marketing and management units, and combined assessment and/or training with those units would be appropriate, for example:

CUEFIN01B - Develop a budget

CUEFIN02B - Manage a budget

other marketing units

units dealing with development and presentation of business proposals.

Critical aspects of evidence

The following evidence is critical to the judgement of competence in this unit:

development of clear, concise and professional sponsorship proposals

effective communication, presentation and negotiation skills.

Method and context of assessment

The assessment context must provide for:

project or work activities conducted over a period of time that allow the candidate to plan and implement sponsorship for an organisation, activity or event

involvement of and interaction with others to allow the communication and negotiation aspects of the unit to be assessed.

Assessment may incorporate a range of methods to assess performance and the application of essential underpinning knowledge, and might include:

evaluation of reports detailing sponsorship projects or activities conducted by the candidate

evaluation of reports prepared by the candidate detailing the processes undertaken to obtain and manage sponsorship

case studies and problem solving to assess ability to develop sponsorship approaches to different workplace contexts

review of portfolios of evidence and third party workplace reports of on-the-job performance by the candidate.

Assessment methods should closely reflect workplace demands and the needs of particular groups (e.g. people with disabilities, and people who may have literacy or numeracy difficulties such as speakers of languages other than English, remote communities and those with interrupted schooling).

Resource requirements

Assessment of this unit requires access to:

current technology for the presentation of sponsorship proposals

activity/event/program/organisation to be sponsored.

Key competencies in this unit

Key competencies are built into all workplace competencies. The table below describes those applicable to this unit. Trainers and assessors should ensure that they are addressed in training and assessment.

Level 1 = Perform

Level 2 = Administer and Manage

Level 3 = Design and Evaluate

Collecting, analysing and organising ideas and information (3)

Researching potential sponsors.

Communicating ideas and information (3)

Negotiating sponsorship.

Planning and organising activities (3)

Co-ordinating the involvement of a sponsor in an activity.

Working with others and in teams (3)

Providing guidance to others working with sponsors.

Solving problems (3)

Liaising with a sponsor when attendance numbers fall short of expectations.

Using mathematical ideas and techniques (2)

Estimating costs of possible sponsorship packages.

Using technology (1)

Using presentation software to present proposals to sponsors.

Underpinning skills and knowledge

Assessment must include evidence of the following knowledge and skills:

sponsorship protocols in relation to making contact, nature of proposals, involvement of sponsor in activities and reporting expectations in a given industry context

potential sponsorship contacts and sources of finance in commerce and/or government in the relevant industry context

features and formats for sponsorship proposals/packages in the relevant industry context

written communication skills sufficient to develop sponsorship proposals

features of contracts and agreements and how to interpret them

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case studies and problem solving to assess ability to develop sponsorship approaches to different workplace contexts

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Liaising with a sponsor when attendance numbers fall short of expectations.

Using mathematical ideas and techniques (2)

Estimating costs of possible sponsorship packages.

Using technology (1)

Using presentation software to present proposals to sponsors.

Range Statement

The following explanations identify how this unit may be applied in different workplaces, sectors and circumstances.

Appropriate colleagues may include:

management
technical or creative specialists
organising committees
boards of management
funding bodies.

Items, activities or events to be sponsored may include:

total productions
physical items
meals
travel
entertainment
social events
exhibitions (permanent or temporary)
ongoing organisation activities.

Potential sponsors may include:

existing sponsors
boards of directors, councils or other governing bodies
new sponsors
government agencies
investors
joint partners, including limited life partners
friends' organisations
community bodies
audiences.

Documentation to be maintained for sponsorship may include:

financial records
activity reports/schedules
attendance figures
contracts.

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Unit Sector(s)

Not applicable.