



Australian Government

Assessment Requirements for SISSPAR006

Prepare and present athlete sponsorship proposals

Release: 1

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Modification History

Not applicable.

Performance Evidence

Evidence of the ability to complete tasks outlined in elements and performance criteria of this unit in the context of the job role, and:

- prepare and present one sponsorship proposal for an athlete in a specific sport.

Knowledge Evidence

Demonstrated knowledge required to complete the tasks outlined in elements and performance criteria of this unit:

- organisational policies and procedures applicable to preparing and presenting sponsorship proposals
- types of sponsorship in sport
- types of sponsorship objectives
- benefits of sponsorship:
 - sponsor:
 - sales increase
 - customer loyalty
 - brand awareness
 - new market development
 - new product launch
 - image change
 - community relations
 - athlete:
 - financial stability
 - access to resources and facilities
 - profile
 - contacts
 - media exposure
 - public awareness
- types of sponsorship criteria:
 - potential to target market audiences
 - relevance to customer base and sales
 - duration of sponsorship

- types of contractual obligations:
 - media commitments
 - appearances
 - charity work
- sources of supports
- sponsorship proposal requirements:
 - sport-specific background information:
 - history of the sport
 - demographics of the sport
 - prospective audience for the sport
 - membership of the sport
 - current programs in the sport
 - future goals for the sport
 - annual reports
 - format of proposal
 - presentation of proposal
 - dates for submission of proposals
 - timeframe and methodology
 - performance indicators:
 - financial
 - attendance
 - publicity gained
 - testimonials
 - rights and responsibilities of sponsorship parties:
 - naming rights
 - merchandising and branding
 - personal appearances
 - media exposure
 - termination of sponsorship
 - legal responsibilities
 - athlete behaviour
 - shareholder interest
 - conflict of interest
 - contractual obligations
 - financial reporting
 - submission requirements
- tax implications of sponsorship.

Assessment Conditions

Skills must be demonstrated in:

- a sport environment. This can be a workplace or simulated environment.

Assessment must ensure access to:

- sponsorship proposal template
- sponsorship presentation template
- organisation policies and procedures applicable to preparing and presenting sponsorship proposals
- computer with access to the internet.
- Assessment must ensure use of:
- sources of support and a potential sponsor.

Assessors must satisfy the Standards for Registered Training Organisations requirements for assessors.

Links

Companion Volume Implementation Guides -

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