



Australian Government

SISSPAR006 Prepare and present athlete sponsorship proposals

Release: 1

SISSPAR006 Prepare and present athlete sponsorship proposals

Modification History

Not applicable.

Application

This unit describes the performance outcomes, skills and knowledge required to develop sponsorship proposals for athletes. It focuses on preparing and presenting sponsorship proposals to potential sponsors.

This unit applies to athletes, sport developers and sport administrators in the Australian sport industry.

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

Pre-requisite Unit

Nil

Competency Field

Participation

Unit Sector

Sport

Elements and Performance Criteria

ELEMENTS

Elements describe the essential outcomes

1. Research potential sponsors.
2. Develop sponsorship proposals.

PERFORMANCE CRITERIA

Performance criteria describe the performance needed to demonstrate achievement of the element.

- 1.1. Set sponsorship objectives to complement sport-specific needs of athletes.
- 1.2. Research and interpret industry information to identify potential sponsors aligned to sponsorship objectives.
- 1.3. Research and analyse sponsorship criteria to assess athlete eligibility.
- 1.4. Use written and verbal communication to approach potential sponsors and establish and build rapport.
- 2.1. Research potential sponsors to identify sponsor requirements and sponsorship history.

- 2.2. Plan, develop and document sponsorship proposal content to meet sponsorship objectives and meet sponsor requirements.
 - 2.3. Identify and consult with sources of support in the development and documentation of sponsorship proposals.
 - 2.4. Submit sponsorship proposals according to sponsor requirements.
3. Present sponsorship proposals to potential sponsors.
 - 3.1. Organise and confirm meeting arrangements with potential sponsors.
 - 3.2. Prepare sponsorship proposal presentations for sponsor meetings.
 - 3.3. Present sponsorship proposal presentations to potential sponsors.
 - 3.4. Seek and respond to feedback arising from sponsorship proposal presentations.

Foundation Skills

Foundation skills essential to performance in this unit, but not explicit in the performance criteria are listed here, along with a brief context statement.

SKILLS	DESCRIPTION
Writing skills to:	• approach and respond to sponsors in writing • document sponsorship proposals in the required detail and format.
Oral communication skills to:	• ask open and closed questions and actively listen.
Numeracy skills to:	• interpret dates, times and monetary amounts in sponsorship information • estimating and calculating sponsorship value.
Initiative and enterprise skills to:	• identify and act on sponsorship opportunities.
Planning and organising skills to:	• develop sponsorship proposals within specific timelines • organise time and resources to develop sponsorship proposals and present to potential sponsors.
Technology skills to:	• use the internet to source sponsorship information.

Unit Mapping Information

SISSCOP306A Prepare a sponsorship proposal

Links

Companion Volume Implementation Guides -

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

Assessment Requirements for SISSPAR006 Prepare and present athlete sponsorship proposals

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

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