



Australian Government

Assessment Requirements for SITXMPR006 Obtain and manage sponsorship

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:

- determine sponsorship requirements for at least two business activities, products, services or events, and obtain sponsorship
- develop clear, concise and professional proposals for the above business activities, products, services or events, including:
 - electronic presentation
 - printed promotional material
- monitor and manage the above sponsorship arrangements for the period of the sponsorship contract
- follow organisational practices and protocols when managing sponsorship activities
- demonstrate effective communication and negotiation with sponsors.

Knowledge Evidence

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

- particular industry sector and business type:
 - business activities or events which would appeal to sponsors
 - potential sponsorship opportunities and sources of finance
- protocols for sponsor contact and accessing sponsorship opportunities
- packages that can be offered to sponsors
- formats for and inclusions of sponsorship proposals
- sponsorship documentation:
 - activity reports or schedules
 - contracts
 - feedback documentation
 - financial records
- features of sponsorship contracts and agreements:
 - legal requirements to supply services as contracted and ramifications of failure to comply
 - sponsor reporting expectations and requirements.

Assessment Conditions

Skills must be demonstrated in an operational tourism, travel, hospitality or events business with which a sponsor can be involved. This can be:

- an industry workplace
- a simulated industry environment.

Assessment must ensure access to:

- computers, printers and software packages to design effective sponsorship proposals
- current commercial sponsorship contract templates
- sponsors to allow the individual to communicate, negotiate and manage sponsorship arrangements; these can be:
 - those in an industry workplace who are assisted by the individual during the assessment process; or
 - individuals who participate in role plays or simulated activities, set up for the purpose of assessment, in a simulated industry environment operated within a training organisation.

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

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=68c40a93-e51d-4e0f-bc06-899dff092694>