



**Australian Government**

# **SITXMPR006 Obtain and manage sponsorship**

**Release: 1**

# SITXMPR006 Obtain and manage sponsorship

## Modification History

Not applicable.

## Application

This unit describes the performance outcomes, skills and knowledge required to obtain and manage sponsorship for a business activity, product, service or event. It requires the ability to determine sponsorship requirements, source and negotiate with potential sponsors and manage sponsorship arrangements.

The unit applies to any tourism, travel, hospitality or event sector where sponsorship is sought to support business or community activities. Sponsorship may relate to a one-off activity, such as an event, or to ongoing operations, such as sponsorship of a particular service.

It applies to senior coordinators and managers who operate independently, have responsibility for others and are responsible for making a range of financial and operational decisions. They may work under the overall guidance of event organising committees.

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

## Pre-requisite Unit

Nil

## Competency Field

Marketing and Public Relations

## Unit Sector

Cross-Sector

## Elements and Performance Criteria

### ELEMENTS

Elements describe the essential outcomes.

1. Determine sponsorship requirements and opportunities.

### PERFORMANCE CRITERIA

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

- 1.1. Identify sponsorship requirements in consultation with colleagues.
- 1.2. Develop targets for sponsorship based on financial parameters of activity.
- 1.3. Identify items, activities or projects to be sponsored to

- meet organisational needs.
- 1.4. Identify potential sponsors based on potential sponsor appeal, nature of the activity and previous approaches.
2. Source sponsorship.
- 2.1. Develop sponsorship materials in a clear, concise and professional format to include a full breakdown of costs and benefits.
- 2.2. Distribute and present sponsorship materials according to agreed targets.
- 2.3. Undertake follow up promotion and negotiation with potential sponsors.
- 2.4. Discuss and negotiate additional opportunities with sponsor.
- 2.5. Make written sponsor contracts or agreements to include full details of commitments made by both parties.
3. Service sponsors.
- 3.1. Brief colleagues on details of sponsorship arrangements.
- 3.2. Organise activities according to sponsorship agreement, ensuring all agreements are honoured.
- 3.3. Monitor and evaluate activities and make required adjustments.
- 3.4. Provide and request feedback from sponsor.
- 3.5. Identify and action opportunities to enhance value of involvement for sponsors and benefits for the organisation.
- 3.6. Maintain and distribute accurate and current sponsorship documentation throughout the process.
- 3.7. Liaise and follow-up with sponsor to initiate future cooperative approaches.

## 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                                                                                                                                                                          |
|-------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Reading skills to:            | <ul style="list-style-type: none"><li>• read and interpret details of the business activities or projects to be sponsored and complex sponsorship contracts or agreements.</li></ul> |
| Writing skills to:            | <ul style="list-style-type: none"><li>• prepare sponsorship materials and agreements expressing complex business ideas and proposals.</li></ul>                                      |
| Oral communication skills to: | <ul style="list-style-type: none"><li>• liaise with sponsors and manage their participation.</li></ul>                                                                               |

- Numeracy skills to:
- evaluate budgets and interrogate or use financial data to inform sponsorship activities.
- Problem-solving skills to:
- evaluate a potential sponsor's best fit with the business activities or projects
  - monitor activities, identify sponsorship servicing deficiencies, and make required adjustments.
- Initiative and enterprise skills to:
- identify and action opportunities to obtain sponsorship.
- Technology skills to:
- design effective sponsorship materials and proposals.

## Unit Mapping Information

SITXMPR501 Obtain and manage sponsorship

## Links

Companion Volume implementation guides are found in VETNet -

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

# Assessment Requirements for SITXMPR006 Obtain and manage sponsorship

## 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.

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