



Australian Government

SITXMPR006 Obtain and manage sponsorship

Release: 1

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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:	read and interpret details of the business activities or projects to be sponsored and complex sponsorship contracts or agreements.
Writing skills to:	prepare sponsorship materials and agreements expressing complex business ideas and proposals.
Oral communication skills to:	liaise with sponsors and manage their participation.

- 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>