



Australian Government

SITXMPR501 Obtain and manage sponsorship

Release 1

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Modification History

The version details of this endorsed unit of competency set are in the table below. The latest information is at the top.

Version	Comments
1.0	E Replaces and is equivalent to SITXFIN006A Obtain and manage sponsorship. Re-categorised to Marketing and Public Relations.

Unit Descriptor

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.

Application of the Unit

This 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.

Licensing/Regulatory Information

No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement.

Pre-Requisites

Not applicable.

Employability Skills Information

This unit contains employability skills.

Elements and Performance Criteria Pre-Content

Elements and Performance Criteria

Elements describe the essential outcomes of a unit of competency.

Performance criteria describe the performance needed to demonstrate achievement of the element. Where bold italicised text is used, further information is detailed in the required skills and knowledge section and the range statement. Assessment of performance is to be consistent with the evidence guide.

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| 1. Determine sponsorship requirements and opportunities. | 1.1 Identify sponsorship requirements in consultation with colleagues .
1.2 Develop targets for sponsorship based on financial parameters of the activity.
1.3 Identify items, activities or projects to be sponsored to meet the needs of the organisation.
1.4 Identify potential sponsors based on potential sponsor appeal, the 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 the 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 the 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. |

Required Skills and Knowledge

This section describes the skills and knowledge required for this unit.

Required skills

- communication skills to liaise and negotiate with sponsors and manage their participation
- critical thinking skills to evaluate a potential sponsor's best fit with the business activities or projects
- initiative and enterprise skills to identify and action opportunities to obtain sponsorship
- literacy skills to:
 - read and interpret details of the business activities or projects to be sponsored and complex sponsorship contracts or agreements
 - research potential sponsors that are aligned with the business activities or projects
 - write sponsorship materials and agreements expressing complex business ideas and proposals
- numeracy skills to evaluate budgets and interrogate or use a range of financial data to inform sponsorship activities
- planning and organising skills to organise sponsorship activities according to agreements
- problem-solving skills to monitor activities, identify sponsorship servicing deficiencies and make required adjustments
- self-management skills to take responsibility for sourcing and managing sponsorship arrangements
- teamwork skills to brief colleagues on details of sponsorship arrangements
- technology skills to design effective sponsorship proposals.

Required knowledge

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

Evidence Guide

The evidence guide provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge, range statement and the Assessment Guidelines for the Training Package.

Overview of assessment

Critical aspects for assessment and evidence required to demonstrate competency in this unit

Evidence of the ability to:

- determine sponsorship requirements and obtain and manage sponsorship for a business activity, product, service or event
- monitor and manage sponsorship arrangements over a period of time
- develop clear, concise and professional sponsorship proposals
- integrate knowledge of practices and protocols for accessing sponsorship opportunities
- effectively communicate and negotiate with sponsors.

Context of and specific resources for assessment

Assessment must ensure use of:

- a real or simulated tourism, hospitality or event industry business operation, product, service or event that a sponsor can be involved in
- computers, printers and software packages currently used by the tourism, hospitality and event industries to design effective sponsorship proposals
- current commercial sponsorship contracts
- sponsors to allow the individual to communicate, negotiate and manage sponsorship arrangements.

Method of assessment

A range of assessment methods should be used to assess practical skills and knowledge. The following examples are appropriate for this unit:

- project activities that allow assessment of the individual's ability to initiate and manage sponsorship
- evaluation of sponsorship packages and proposals produced by the individual
- oral or written questioning to assess knowledge of sponsorship practices and protocols for accessing sponsorship opportunities
- review of portfolios of evidence and third-party workplace reports of on-the-job performance by the individual.

Guidance information for assessment

The assessor should design integrated assessment activities to holistically assess this unit with other units

relevant to the industry sector, workplace and job role, for example:

- BSBCMM401A Make a presentation
- BSBPMG510A Manage projects
- SITXEVT503 Manage event staging components
- SITXMGT501 Establish and conduct business relationships
- SITXMPR404 Coordinate marketing activities.

Range Statement

The range statement relates to the unit of competency as a whole. It allows for different work environments and situations that may affect performance. Bold italicised wording, if used in the performance criteria, is detailed below. Essential operating conditions that may be present with training and assessment (depending on the work situation, needs of the candidate, accessibility of the item, and local industry and regional contexts) may also be included.

Colleagues may include:

- customers
- event organisers
- funding bodies
- management
- management committees.

Items, activities or projects may include:

- entertainment
- individual awards within an awards program
- meals
- one-off promotional activities or projects
- ongoing organisational activities, such as an annual publication
- overall event or activity sponsorship
- permanent or temporary exhibitions
- physical items, such as satchels
- social events
- speaker sessions
- sporting components
- travel.

Potential sponsors may include:

- community organisations
- educational institutions
- existing sponsors
- government agencies
- individuals
- industry organisations or professional associations
- investors
- private companies.

Sponsorship materials may include:

- electronic presentations
- printed promotional material.

Sponsorship documentation may include:

- activity reports or schedules
- attendance figures
- contracts
- feedback documentation
- financial records.

Unit Sector(s)

Cross-Sector

Competency Field

Marketing and Public Relations