



Australian Government

Department of Education, Employment and Workplace Relations

THTPPD10B Develop and implement sponsorship plans

Release: 1

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Modification History

Not applicable.

Unit Descriptor

This unit deals with the skills and knowledge required to manage sponsorship activities. It has particular relevance for the meeting and events sector and for the visitor information services sector where extensive involvement in event management and sponsorship activity occurs. It may also relate to ongoing sponsorship planning within an organisation.

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Application of the Unit

Not applicable.

Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Not applicable.

Employability Skills Information

Not applicable.

Elements and Performance Criteria Pre-Content

Not applicable.

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Element	Performance Criteria
1 Identify sponsorship opportunities	1.1 Identify items, activities or projects to be sponsored based on potential appeal to sponsors and the needs of the organisation. 1.2 Identify potential sponsors based on audience reach and previous sponsors. 1.3 Develop financial targets for sponsorship. 1.4 Agree sponsorship activities and targets with the meeting/event principal or relevant management.
2 Create and promote a sponsorship package	2.1 Develop sponsorship packages to include a full breakdown of costs and benefits and other relevant sponsor information. 2.2 Produce information regarding sponsorship opportunities in a professional format and distribute to potential sponsors. 2.3 Seek approval for the sponsorship package prior to promotion where appropriate. 2.4 Undertake follow up promotion and negotiation with potential sponsors. 2.5 Discuss and negotiate additional opportunities with the sponsor where appropriate. 2.6 Make written contracts/agreements with the sponsor to include full details of commitments made by both parties.
3 Implement sponsorship activities	3.1 Brief colleagues on details of sponsorship arrangements. 3.2 Organise activities in accordance with sponsorship agreement ensuring all agreements made are honoured. 3.3 Monitor and evaluate activities and evaluated and make adjustments accordingly. 3.4 Provide and request feedback to and from the

sponsor.

- 3.5 Take opportunities to enhance value of involvement for sponsors and benefits for the host organisation.
- 3.6 Monitor sponsor payments and other contract formalities throughout the project.
- 4 Follow up with sponsors
 - 4.1 Undertake follow up liaison with the sponsor immediately after the activity, meeting or event.
 - 4.2 Record and provide reports and results to the sponsor.
 - 4.3 Initiate and make preparations for future joint activities with the sponsor through effective use of interpersonal communication skills.

Required Skills and Knowledge

Not applicable.

Evidence Guide

Essential Knowledge and Skills to be Assessed

The following knowledge and skills must be assessed as part of this unit:

features of typical sponsorship packages created for meetings/events or in other tourism industry contexts

sponsorship protocols in relation to making contact, nature of proposals, involvement of sponsor in activities and reporting expectations

potential sponsors for different areas of the market and types of activity.

Linkages to Other Units

This unit has strong linkage to a range of other units related to Marketing and Event Management and combined training and assessment would be appropriate. Examples include:

THTPPD09B Develop conference programs

THHGA04B Prepare business documents

THHGLE14B Prepare and monitor budgets

Critical Aspects of Assessment

Evidence of the following is critical:

ability to manage the entire sponsorship process for a given meeting/event or activity including identification of potential sponsors/activities to be sponsored, development of the sponsorship package and the implementation of sponsorship activities

comprehensive knowledge of practices and protocols in relation to accessing sponsorship opportunities.

Context of Assessment and Resource Implications

Assessment must ensure:

project or work activities that allow the candidate to plan and implement sponsorship for an organisation, activity or event

adequate timeframes for the activity so that implementation, monitoring and follow up activities can be assessed

involvement of potential and actual sponsors

use of current technology to design effective sponsorship proposals.

Assessment Methods

Assessment methods must be chosen to ensure that the planning and management of sponsorship activities can be practically demonstrated. Methods must include assessment of knowledge as well as assessment of practical skills.

The following examples are appropriate for this unit:

project to initiate and manage sponsorship activities (best achieved in conjunction with other projects for other units)

case studies to assess knowledge of sponsorship practices and protocols for a range of activities/events

review of portfolios of evidence and third party workplace reports of on-the-job performance by the candidate.

Key Competencies in this Unit

Key Competencies are an integral part of all workplace competencies. The table below describes those applicable to this unit. Trainers and assessors should ensure that they are addressed in training and assessment.

Level 1 = Perform Level 2 = Administer and Manage Level 3 = Design and Evaluate

Key Competencies

Collecting, Organising and Analysing Information

For example:

Research potential sponsors and developing a strategy to attract sponsorship (3)

Communicating Ideas and Information

For example:

Negotiating sponsorship with potential sponsors (3)

Planning and Organising Activities

For example:

Co-ordinating the involvement of a sponsor in event activities (3)

Working with Others and in Teams

For example:

Providing leadership and guidance to team members on working with sponsors (3)

Using Mathematical Ideas and Techniques

For example:

Calculating costs of possible sponsorship packages (1)

Solving Problems

For example:

Liaising and negotiating with a sponsor when attendance numbers at an event fall short of target (3)

Using Technology

For example:

Using the presentation features of software to prepare effective sponsorship package documentation (1)

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For example:

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Range Statement

The unit applies to any tourism industry sector where sponsorship of activities, events or projects may be required. The following explanations identify how this unit may be applied in different workplaces, sectors and circumstances.

Items and activities to be sponsored may include:

- overall conference sponsorship
- physical items (e.g. satchels)
- meals
- morning and afternoon teas
- travel
- entertainment
- speaker sessions
- social events
- ongoing organisation activities (e.g. an annual publication)
- one-off promotional activities or projects.

Potential sponsors may include:

- individuals
- private companies
- government agencies
- industry organisations/associations
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Unit Sector(s)

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