

Sfrito Assessment Guideline

Unit 4889

Level 5: Credit 3: Version 5

Recreation Management

**Develop plans to manage sponsorship for
recreation and sport.**

Activity Instructions

Candidates will be assessed in their club/organisational/work environment on at least 2 separate sponsorship proposals.

Assessment may include :

1. Written evidence of planning and the management of sponsors
2. Oral presentations, Question and answers.
3. All plans, quotes, budgets and proposals must be realistic.

Purpose

People credited with this unit standard are able to:

- Identify potential sponsors for a specified project;
- prepare a sponsorship proposal;
- present the proposal to a potential sponsor;
- prepare a sponsorship contract;
- prepare plans to manage sponsorship.

Special Notes

Projects include funding for clubs and organisations, teams and groups, individuals, events, programmes and awards.

Element 1: Identify potential sponsors for a specified project.		
Assessment Task:		
1. Written evidence of objectives to obtain project proposals.		
2. Research questions		
Performance criteria		Evidence
1.1	The project and its objectives are defined	<ul style="list-style-type: none"> The candidate has defined the project (e.g. Soccer tournament) and developed goals and objectives that are <i>Specific, Measurable, Achievable, Relevant, Time Framed</i> or a similar model.
1.2	Sponsorship options identify potential sponsors and establish their selection criteria. Range: The selection criteria include target markets that the sponsor wishes to be associated with or given access to events the sponsor wishes to be associated with.	<ul style="list-style-type: none"> Candidate provides evidence of research such as a list of potential sponsors. Candidate provides evidence of research and analysis of potential sponsor's backgrounds. The candidate has set criteria for the selection of potential sponsors. Evidence of past associations with the target organisation/s should be readily available.
1.3	The project is matched with potential sponsors identified in the selection criteria.	<ul style="list-style-type: none"> The candidate has provided evidence that identifies: <ul style="list-style-type: none"> The company image of the potential sponsors Whether the companies sponsor at all. Who their target markets are Who their competitors are Further evidence may include copies of targeted company/companies, e.g.: <ul style="list-style-type: none"> Prospectus, business publications, and or evidence of similar event funding. The candidate ensures that the sponsorship application matches the needs of the project to those of the sponsor/s, and to other selection criteria that have been developed. Does the (your) audience reflect the company's target market?

Element 2: Prepare and present a sponsorship proposal.

AssessmentTask:

1. Written

Performance criteria		Evidence
2.1	Budget requirements are determined for this project.	<ul style="list-style-type: none"> • Sample of a budget with projected income, e.g.: <ul style="list-style-type: none"> - Fees, subs, tickets sales and expenses. - Venue, equipment, inventory, travel.
2.2	Proposal identifies project and includes budget and background information.	<ul style="list-style-type: none"> • The candidate has selected the appropriate budget for presentation to the selected potential sponsor and outlines the project background, e.g.: <ul style="list-style-type: none"> - First time or annual event.
2.3	<p>The proposal promotes to the sponsor the value of the project itself and the benefits to be gained by the sponsor from association with the project.</p> <p>Range: benefits include, media coverage, promotion, and increased profile of sponsor product or image.</p>	<ul style="list-style-type: none"> • The candidate has tailored the proposal to the sponsor and can clearly demonstrate the value of the project and benefits to the sponsor, e.g.: <ul style="list-style-type: none"> - Brand or product awareness, - Potential sales, - Marketing and merchandising opportunities. - Media circulation statistics, exposure to pedestrian and or traffic (flow numbers for billboards and posters etc). - Evidence of previous media coverage, - Other sponsors references. - Other benefits to the wider community, links good corporate citizenship. - Television, radio, when, how often, peak or non-peak times. - Coat tailing on existing advertising. - Exposure rates as defined by Club/organisational or attendance numbers.
2.4	Proposal quantifies the nature and amount of sponsorship sought.	<ul style="list-style-type: none"> • The candidate has clearly defined the nature and amount of the sponsorship sought, such as: <ul style="list-style-type: none"> - Underwriting, discounts product, venue or equipment use, value and or monetary amount.

2.5	Proposal presentation style and format are appropriate to the target audience.	<ul style="list-style-type: none"> • The candidate can demonstrate knowledge for his/her audience. Language, style, level is compatible with the subject matter and target audience; • The candidate has set out the proposal clearly, precisely, concisely and in logical progression. • In the case of a formal presentation, the candidate's standard of dress is appropriate to the audience, as is the medium of presentation, e.g.: <ul style="list-style-type: none"> - Presenting to a local retailer versus large corporate, Pub Charity versus Telecom. - The quality of the presentation is important. <p>NB. This presentation may be simulated. E.g. As in a rehearsal, or role play.</p>
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Element 3: Prepare a sponsorship contract.

Task:

2. A copy of the contract is sighted.

Performance criteria	Evidence
<p>3.1 The sponsor's requirements are identified and documented in consultation with the sponsor.</p> <p>Range: requirements may include logo placement, acknowledgement, hoarding or banner placement, media coverage, access to events, launches, functions, presentations and naming rights.</p>	<ul style="list-style-type: none"> • The candidate can demonstrate that the sponsor's requirements are reflected in the contract. Additionally the candidate may provide evidence that he/she was involved in and or has considered: <ul style="list-style-type: none"> - The negotiation of contract and any re drafting. - Deadlines for decisions making and contract signing. - Hosting VIP's, Key sponsors, and celebrities - The inclusion of, logos, banners and hoarding, displays, drafting announcements for the public address system. Logo's & bromides identified as needing to be obtained for advertising and letterheads and that written permission will need to be obtained to use them.
<p>3.2 The sponsor's contributions are identified and documented in consultation with the sponsor.</p> <p>Range: Contributions may include, money, in-kind, marketing, advertising, services, staff, facilities, equipment.</p>	<ul style="list-style-type: none"> • The candidate can produce a final copy of contract in an agreed format detailing the full range of sponsorship benefits, contributions, and conditions.

Element 4: Prepare plans to manage sponsorship.		
AssessmentTasks:		
1. See sponsorship plans.		
2. Written		
Performance criteria	Evidence	
4.1	A plan is prepared and documented to liaise with the sponsor.	<ul style="list-style-type: none"> The candidate has written a draft plan to be considered by the sponsor.
4.2	Plans are prepared and documented to fulfil the requirements of the sponsor.	<ul style="list-style-type: none"> The candidate can demonstrate that he/she has: considered deadlines, provided the sponsor with information, planned to visited or meet with the sponsor regularly and that a formal plan has been prepared.
4.3	Mechanisms are developed to monitor the benefits to the sponsor. Range: benefits include media coverage, promotion, and increased profile of the sponsors product or image.	<ul style="list-style-type: none"> The candidate can provide evidence that systems have been designed for monitoring and recording information. For example the tracking of sales, exposure figures, additional phone calls, orders of associated product, additional PR or evidence of media coverage, press clippings, video, tape recordings or spin-offs. Systems may include Survey's and Survey results.
4.4	Plans are developed and documented to evaluate actual outcomes and promised benefits of the project for presentation to the sponsor.	<ul style="list-style-type: none"> The management plan must demonstrate how actual outcomes will be evaluated, benefits accruing to the sponsor will be measured, and how and when these results will be presented to the sponsor.
4.5	Discussions are planned relating to a renewal of the sponsorship at the end of the contract.	<ul style="list-style-type: none"> The management plan includes details about future discussions relating to renewal of the contract, what these might involve and when and where they take place.

Unit 4889v5 Checklist

Develop plans to manage sponsorship for recreation and sport

Assessor name: _____

Organisation name: _____

Element 1: Identify potential sponsors for a specified project.

1.1	The project and its objectives are defined	
1.2	Sponsorship options identify potential sponsors and establish their selection criteria. Range: The selection criteria include target markets that the sponsor wishes to be associated with or given access to events the sponsor wishes to be associated with.	
1.3	The project is matched with potential sponsors identified in the selection criteria.	

Element 2: Prepare and present a sponsorship proposal.

2.1	Budget requirements are determined for this project.	
2.2	Proposal identifies project and includes budget and background information.	
2.3	The proposal promotes to the sponsor the value of the project itself and the benefits to be gained by the sponsor from association with the project. Range: benefits include media coverage, promotion, and increased profile of sponsor product or image.	
2.4	Proposal quantifies the nature and amount of sponsorship sought.	
2.5	Proposal presentation style and format are appropriate to the target audience.	

Element 3: Prepare a sponsorship contract.

3.1	The sponsor's requirements are identified and documented in consultation with the sponsor. Range: requirements may include logo placement, acknowledgement, hoarding or banner placement, media coverage, access to events, launches, functions, presentations and naming rights.	
3.2	The sponsor's contributions are identified and documented in consultation with the sponsor. Range: Contributions may include, money, in-kind, marketing, advertising, services, staff, facilities, equipment.	

Element 4: : Prepare plans to manage sponsorship

4.1	A plan is prepared and documented to liaise with the sponsor.	
4.2	Plans are prepared and documented to fulfil the requirements of the sponsor.	
4.3	Mechanisms are developed to monitor the benefits to the sponsor. Range: benefits include media coverage, promotion, and increased profile of the sponsors product or image.	
4.4	Plans are developed and documented to evaluate actual outcomes and promised benefits of the project for presentation to the sponsor.	
4.5	Discussions are planned relating to a renewal of the sponsorship at the end of the contract.	

DATE	CANDIDATES SIGNATURE	ASSESSORS SIGNATURE	C/NYC
Comments 			

Note: the assessor needs to ensure **sufficiency** of performance and knowledge. Therefore the assessor needs to know that the Candidate has performed the tasks competently many times before and will be competent in the future. Ticking/ dating the boxes more than once, having 2 checklists for different assessment occasions or observing workplace performance over a period of time can show this.