



Australian Government

Department of Education, Employment and Workplace Relations

BSBMKG521A Plan and implement sponsorship and event marketing

Revision Number: 1

BSBMKG521A Plan and implement sponsorship and event marketing

Modification History

Not applicable.

Unit Descriptor

Unit descriptor	<p>This unit describes the performance outcomes, skills and knowledge required to plan and implement sponsorships and events to attract and involve a brand's target audience, for brand publicity and association, or other marketing communication objectives.</p> <p>No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement.</p>
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Application of the Unit

Application of the unit	<p>This unit applies to individuals working in a marketing management role who are responsible for planning and implementing sponsorships and events in order to increase brand involvement. They may work individually or be responsible for managing a team to develop and implement the plan in small, medium or large enterprises and in a variety of industries.</p>
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Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Prerequisite units		

Employability Skills Information

Employability skills	This unit contains employability skills.
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Elements and Performance Criteria Pre-Content

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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Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1. Investigate sponsorship and event marketing opportunities	1.1. Research and identify <i>sponsorship</i> and <i>event marketing</i> opportunities 1.2. Analyse <i>advantages</i> and <i>disadvantages</i> of a range of sponsorships and events 1.3. Identify target audience for potential sponsorship and event marketing and analyse motivation 1.4. Identify <i>legal, cultural and ethical requirements</i> related to sponsorship and event marketing 1.5. Use a range of <i>criteria</i> to select sponsorships and events which would be effective for marketing to the target audience
2. Plan sponsorship and event marketing	2.1. Develop and record <i>objectives and purpose</i> of sponsorship and event marketing 2.2. Analyse and record how sponsorships and events fit with other marketing strategies and business objectives 2.3. Calculate costs of chosen sponsorships and events and establish a budget 2.4. Plan time lines for implementation and continuation of the sponsorships and events 2.5. Produce and present a sponsorship and event marketing proposal in a format appropriate to the organisation
3. Initiate the implementation of sponsorships and events	3.1. Initiate negotiations required to proceed with the sponsorships and events 3.2. Draft contracts for the sponsorships and events under the guidance of <i>relevant experts</i> 3.3. Assemble required resources to implement sponsorship and event marketing 3.4. Brief key staff on their required input to the sponsorships and events and schedule work
4. Monitor and evaluate sponsorships and events	4.1. Identify and use <i>evaluation criteria</i> to determine effectiveness of the sponsorships and events marketing arrangements 4.2. Develop a range of <i>methods</i> to evaluate effectiveness 4.3. Recommend modifications to the sponsorship and event marketing arrangements in line with evaluation 4.4. Record improvement opportunities that arise from

ELEMENT	PERFORMANCE CRITERIA
	the evaluation to be used for current and future sponsorship and event marketing plans

Required Skills and Knowledge

REQUIRED SKILLS AND KNOWLEDGE

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

Required skills

- communication skills to:
 - brief relevant staff
 - negotiate sponsorships and contracts
- critical thinking skills to analyse advantages and disadvantages of various sponsorship and event marketing opportunities
- learning and analytical skills to:
 - evaluate effectiveness of chosen marketing sponsorships and events
 - use this learning to contribute to organisational outcomes
- literacy skills to write:
 - detailed planning documents
 - contract drafts
 - reports to stakeholders
- numeracy skills to establish budgets for sponsorships and events
- planning and organising skills to plan sponsorships and events
- research skills to identify suitable sponsorship and event marketing opportunities

Required knowledge

- different sponsorships and events suitable for marketing in own context
- methods of evaluating effectiveness of sponsorship and event marketing strategies
- provisions of relevant legislation, codes of practice and national standards that may affect aspects of sponsorship and event marketing, such as:
 - Alcohol Beverages Advertising Code
 - anti-discrimination
 - broadcasting regulations
 - consumer protection
 - contract law
 - insurances
 - intellectual property
 - OHS
 - permissions and permits
 - privacy laws
 - Trade Practices Act
 - voluntary codes of practice, such as Australian Association of National Advertisers (AANA) Advertiser Code of Ethics
- sources of advice available for contract requirements for sponsorship and event

REQUIRED SKILLS AND KNOWLEDGE

marketing

Evidence Guide

EVIDENCE GUIDE	
<p>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.</p>	
Overview of assessment	
Critical aspects for assessment and evidence required to demonstrate competency in this unit	<p>Evidence of the following is essential:</p> <ul style="list-style-type: none"> • development of a recorded sponsorship and event marketing plan which includes: <ul style="list-style-type: none"> • objectives and purpose of the sponsorship and event marketing strategy • rationale for choice of particular sponsorships and events • budget • plan for implementation • methods to measure effectiveness • initiation of the implementation of at least one sponsorship and one event for marketing in line with the plan, including draft contracts and evidence of negotiations • evaluation of sponsorship and event marketing strategy.
Context of and specific resources for assessment	<p>Assessment must ensure access to:</p> <ul style="list-style-type: none"> • a workplace or simulated work environment • relevant workplace documents and data • office equipment and resources.
Method of assessment	<p>The following assessment methods are appropriate for this unit:</p> <ul style="list-style-type: none"> • review of portfolio of evidence of actions taken to produce a sponsorship and event marketing plan • analysis of responses to case studies and scenarios around sponsorship and event marketing • observation of negotiation required for sponsorships and events • oral or written questioning to assess knowledge of sponsorship and events marketing strategies and options, and the legal and ethical framework related to sponsorships and events for marketing.
Guidance information for assessment	<p>Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended.</p>

Range Statement

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.

<p><i>Sponsorship:</i></p>	<ul style="list-style-type: none"> • may include financial or in-kind support in exchange for brand publicity and association, or other marketing communication objectives • could be for: <ul style="list-style-type: none"> • a cause • a person • a team • an activity • an organisation.
<p><i>Event marketing</i> may include:</p>	<ul style="list-style-type: none"> • promotional occasions designed to attract and involve a brand's target audience, and could involve events: <ul style="list-style-type: none"> • created by organisation, e.g. anniversaries, grand openings, new-product introductions, corporate annual meetings • participated in by the organisation, e.g. trade shows • sponsored by the organisation, e.g. sporting events.
<p><i>Advantages</i> may include:</p>	<ul style="list-style-type: none"> • building relationships and goodwill • creating opportunities for: <ul style="list-style-type: none"> • cross-selling • extendibility beyond the publicity directly provided by the event or sponsorship • hosting important clients and other stakeholders • enhancing brand visibility by associating it with something positive.
<p><i>Disadvantages</i> may include:</p>	<ul style="list-style-type: none"> • difficulty in calculating return on investment • effect on brand if the event or person being sponsored is involved in bad publicity • lack of control over the design and management of a sponsored event • only involving a small percentage of brand's target audience • other sponsors being involved that are:

RANGE STATEMENT	
	<ul style="list-style-type: none"> • in competition • not consistent with the ethos of the organisation.
<i>Legal, cultural and ethical requirements</i> may include:	<ul style="list-style-type: none"> • Alcohol Beverages Advertising Code • anti-discrimination legislation • broadcasting regulations • consumer protection • contract law • ethical principles • insurances • intellectual property legislation • OHS legislation • permissions and permits • privacy laws • social values • Trade Practices Act • voluntary codes of practice, such as Australian Association of National Advertisers (AANA) Advertiser Code of Ethics.
<i>Criteria</i> may include:	<ul style="list-style-type: none"> • how further exposure and positive associations can be gained • how it can be linked with other marketing communications • what the organisation could do spending the same amount of money on other forms of marketing • whether it is likely to be of interest to customers and prospects • whether it is relevant • whether the association is right for the product or brand.
<i>Objectives and purpose</i> may include:	<ul style="list-style-type: none"> • increase brand awareness • provide a platform for brand publicity • reach hard-to-reach target audience.
<i>Relevant experts</i> may include:	<ul style="list-style-type: none"> • lawyers specialising in sponsorship • legal team within organisation.
<i>Evaluation criteria</i> may include:	<ul style="list-style-type: none"> • comparison of effect with other forms of marketing • differentiation of brand • extent of audience engagement • extent of brand impact • whether value has been added to brand.
<i>Methods</i> may include:	<ul style="list-style-type: none"> • focus groups

RANGE STATEMENT

	<ul style="list-style-type: none">• interviews at the event• surveys, pre- and post-event.
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Unit Sector(s)

Unit sector	
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Competency field

Competency field	Business development - marketing
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Co-requisite units

Co-requisite units		