Modification history

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| Release | Comments |
| Release 1 | This version released with AHC Agriculture, Horticulture and Conservation and Land Management Training Package Version 9.0. |

| AHCCCF4X3 | Obtain and manage sponsorship |
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| Application | This unit of competency describes the skills and knowledge required to obtain program sponsorship and manage sponsorship commitments.  The unit applies to individuals who apply specialist skills and knowledge to obtain and manage sponsorship. This includes applying and communicating non-routine technical solutions to predictable and unpredictable problems.  No licensing, legislative or certification requirements apply to this unit at the time of publication. |
| Prerequisite Unit | Nil |
| Unit Sector | Community Coordination and Facilitation (CCF) |

| Elements | Performance Criteria |
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| Elements describe the essential outcomes. | Performance criteria describe the performance needed to demonstrate achievement of the element. |
| 1. Identify sponsorship opportunities | 1.1 Target appropriate partners to the program as potential sponsors  1.2 Develop a rationale for sponsoring the program or activities which achieves a balance between sponsor requirements and program goals, and benefits to the sponsor and program  1.3 Confirm feasibility of sponsorship opportunities through research and analysis  1.4 Itemise mutual benefits and develop a list of targets  1.5 Consider community, cultural and equity requirements of group operations when developing list of target sponsor companies |
| 2. Prepare and deliver sponsorship pitch | 2.1 Make contact with potential sponsor  2.2 Maintain the best interests of the program, group and agency in sponsorship approach  2.3 Prepare presentation support materials with appropriate accuracy, style and degree of information  2.4 Demonstrate an understanding of and respect for sponsors' business and show how sponsorship will be mutually beneficial  2.5 Include outcomes of any prior sponsorship arrangements in pitch and negotiations  2.6 Follow up presentation in a manner that maintains integrity of the negotiations |
| 3. Successfully negotiate sponsorship deal | 3.1 Agree on terms which satisfy the sponsor, the program and the associated agency  3.2 Express nature of sponsorship and the benefits to the sponsor in explicit terms, ensuring they are understood by all parties  3.3 Identify commitments under the sponsorship arrangements to assist maintenance of relationship  3.4 Prepare a sponsorship agreement, contract or memorandum of understanding according to workplace, sponsor and legal requirements |
| 4. Maintain sponsorship deal | 4.1 Meet legal, financial, cultural, ethical, equity and other requirements throughout the sponsorship period  4.2 Meet commitments under the sponsorship arrangements promptly and deliver agreed benefits to the sponsor  4.3 Acknowledge sponsor support for program or project in literature, reports, media, websites, on social media platforms and on-site  4.4 Identify timing for the start of discussions to extend or complete the sponsorship |

| Foundation Skills  This section describes those language, literacy, numeracy and employment skills that are essential for performance in this unit of competency but are not explicit in the performance criteria. | |
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| Skill | Description |
| Reading | * Identify and interpret information regarding program goals and requirements |
| Writing | * Use clear language and accurate industry terminology and logical structure to prepare a sponsorship agreement, contract or memorandum of understanding |
| Oral communication | * Initiate discussions with sponsors, using clear language and standard industry terminology to discuss sponsorship benefits, and agree on sponsorship terms |

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| Unit Mapping Information | | | |
| Code and title current version | Code and title previous version | Comments | Equivalence status |
| AHCCCF4X3 Obtain and manage sponsorship | AHCCCF403 Obtain and manage sponsorship | Changes to unit application  Minor changes to performance criteria  Foundation skills added  Major and minor edits to performance and knowledge evidence and assessment conditions | Not equivalent |

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| Links | Companion Volumes, including Implementation Guides, are available at VETNet: <https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=c6399549-9c62-4a5e-bf1a-524b2322cf72> |

| TITLE | Assessment requirements for AHCCCF4X3 Obtain and manage sponsorship |
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| Performance Evidence | |
| An individual demonstrating competency must satisfy all of the elements and performance criteria in this unit.  There must evidence that the individual has obtained and managed sponsorship on at least one occasion and has:   * identified sponsorship opportunities with sponsors that have common values to the program * identified the mutual benefits the sponsorship arrangement could provide to both organisations * developed and presented a sponsorship pitch that creates a professional and honest image * negotiated an appropriate sponsorship arrangement to support a project * documented a sponsorship arrangement, detailing all agreements and responsibilities * met legal, financial, cultural, ethical, equity and other requirements for the duration of the sponsorship arrangement * reviewed a sponsorship arrangement and plan its renegotiation. | |

| Knowledge Evidence |
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| An individual must be able to demonstrate the knowledge required to perform the tasks outlined in the elements and performance criteria of this unit. This includes knowledge of:   * strategy, goals, ethics, program and activities of community group or agency * effective marketing techniques * acts, policies and guidelines governing programs and activities * sources of legal and financial advice * format and operation of contracts, agreements and memorandums of understanding. |

| Assessment Conditions |
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| Assessment of the skills in this unit of competency must take place under the following conditions:   * physical conditions: * a workplace setting or an environment that accurately represents workplace conditions * resources, equipment and materials: * program or project plans, guidelines or contracts * computer hardware and software * relationships: * sponsor.   Assessors of this unit must satisfy the requirements for assessors in applicable vocational education and  training legislation, frameworks and/or standards. |

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