

**SKILLS FRAMEWORK FOR MEDIA
TECHNICAL SKILLS AND COMPETENCIES (TSC) REFERENCE DOCUMENT**

TSC Category	Production and Direction					
TSC Title	Fundraising and Sponsorships					
TSC Description	Secure financial means and strategic partnerships to support content production operations					
TSC Proficiency Description	Level 1	Level 2	Level 3	Level 4	Level 5	Level 6
				MED-CFC-4045-1.1	MED-CFC-5045-1.1	MED-CFC-6045-1.1
				Determine fund requirements and create pitch materials and presentations	Establish connections and pitch projects to potential sponsors and financial backers	Build strategic partnerships with potential sponsors to create avenues for financing production operations
Knowledge				<ul style="list-style-type: none"> Relevant organisations, institutions and individuals that might fund or sponsor content production business-related activities Sources of appropriate materials and documentation for funding and sponsorship applications Statutory and legal requirements for receiving funding and sponsorship, from external parties Process and procedures involved in applying for funding and sponsorship from external parties 	<ul style="list-style-type: none"> Strategies for approaching specific funding streams Methods to prepare proposals and applications for funding Assessment criteria for potential funders Effective negotiation methods 	<ul style="list-style-type: none"> Relevant organisations, institutions and individuals that will fund or sponsor content production business related activity Full range of benefits available from funding sources and the associated constraints Opportunities and risks in funding arrangements
Abilities				<ul style="list-style-type: none"> Identify appropriate external organisations, institutions and individuals that offer funding and sponsorship opportunities Research potential sources of funding and income streams Assess opportunities and constraints of the sources of funding 	<ul style="list-style-type: none"> Drive sponsorship and fundraising opportunities for productions Build networks with appropriate external organisations, institutions and individuals that offer funding and sponsorship Develop a solid pitch for production projects and justifications for finances 	<ul style="list-style-type: none"> Scrutinise the suitability of external organisations, institutions and individuals that offer funding and sponsorship Approve pitch ideas and projects to potential partners Analyse monetisation potential of projects to

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				<ul style="list-style-type: none"> • Create appropriate materials and documentation for funding and sponsorship applications • Support the development of all administrative documents and other liaisons with sponsors • Monitor the funding and sponsorship programme outcomes against planned outcomes to support the development of reports 	<ul style="list-style-type: none"> • Define selling points and innovative ways to partner with potential investors and sponsors • Pitch ideas and projects to potential partners to gain funding and sponsorship • Lead funding and sponsorship processes in accordance with procedures set down by external parties • Lead the development of post-funding ad sponsorship reports including programme outcomes against outcomes documented in plan and feedback on impact and performance of fundraising and sponsorship programme from stakeholders 	<p>support content production operations</p> <ul style="list-style-type: none"> • Lead discussions to make decisions in relation to funding and sponsorship applications • Evaluate the fundraising or sponsorship programmes against planned outcomes and incorporate feedback for future fundraising campaigns
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