

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

<b>TSC Category</b>	People and Relationship Management					
<b>TSC</b>	Sponsorship Management					
<b>TSC Description</b>	Identify sponsorship requirements and organise activities according to sponsorship agreements and financial parameters					
<b>TSC Proficiency Description</b>	<b>Level 1</b>	<b>Level 2</b>	<b>Level 3</b> <b>RET-PRM-3005-1.1</b>	<b>Level 4</b> <b>RET-PRM-4005-1.1</b>	<b>Level 5</b> <b>RET-PRM-5005-1.1</b>	<b>Level 6</b>
			Identify sponsorship requirements in consultation with colleagues, organise activities according to sponsorship agreements and distribute and present sponsorship materials according to agreed targets	Identify items, activities or projects to be sponsored, develop sponsorship materials, ensure written sponsor contracts include full details of commitments made by both parties and undertake follow-up promotions and negotiations with potential sponsors	Set targets for sponsorship based on financial parameters of activities, determine potential sponsors based on sponsor appeal and nature of activities and discuss and negotiate additional opportunities with sponsors	
<b>Knowledge</b>			<ul style="list-style-type: none"> <li>• A range of business activities or events which would appeal to sponsors</li> <li>• Potential sponsorship opportunities and sources of finance</li> <li>• Protocols for sponsor contact</li> <li>• Types of packages that can be offered to sponsors</li> <li>• A range of formats for and inclusions of sponsorship proposals</li> <li>• Features of sponsorship contracts and agreements</li> </ul>	<ul style="list-style-type: none"> <li>• A range of business activities or events which would appeal to sponsors</li> <li>• Potential sponsorship opportunities and sources of finance</li> <li>• Protocols for sponsor contact</li> <li>• Types of packages that can be offered to sponsors</li> <li>• A range of formats for and inclusions of sponsorship proposals</li> <li>• Features of sponsorship contracts and agreements</li> </ul>	<ul style="list-style-type: none"> <li>• A range of business activities or events which would appeal to sponsors</li> <li>• Potential sponsorship opportunities and sources of finance</li> <li>• Protocols for sponsor contact</li> <li>• Types of packages that can be offered to sponsors</li> <li>• A range of formats for and inclusions of sponsorship proposals</li> <li>• Features of sponsorship contracts and agreements</li> </ul>	
<b>Abilities</b>			<ul style="list-style-type: none"> <li>• Distribute and present sponsorship materials according to agreed targets</li> <li>• Organise activities according to sponsorship agreement ensuring all agreements are honoured</li> <li>• Identify sponsorship requirements</li> </ul>	<ul style="list-style-type: none"> <li>• Develop sponsorship materials including a full breakdown of costs and benefits</li> <li>• Ensure written sponsor contracts include full details of commitments made by both parties</li> <li>• Identify items, activities or projects to be sponsored to meet the needs of the organisation</li> <li>• Undertake follow up promotion and negotiation with potential sponsors</li> </ul>	<ul style="list-style-type: none"> <li>• Set financial targets for sponsorship project based on financial parameters of the activity</li> <li>• Determine potential sponsors based on potential sponsor appeal, the nature of the activity and previous approaches</li> <li>• Define sponsorship objectives such as corporate social responsibility, charity, fund-raising</li> <li>• Outline the events an/or</li> </ul>	

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				<ul style="list-style-type: none"> <li>• Manage the logistics and setup of events and activities for the sponsorship project</li> </ul>	activities for the sponsorship project <ul style="list-style-type: none"> <li>• Identify performance metrics to evaluate the effectiveness of sponsorship management</li> </ul>	
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