

**SKILLS FRAMEWORK FOR TOURISM  
TECHNICAL SKILLS & COMPETENCIES (TSC) REFERENCE**

<b>TSC Category</b>	Business 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>Level 4</b>	<b>Level 5</b>	<b>Level 6</b>
		<b>TOU-CFC-2029-1.1-1</b>	<b>TOU-CFC-3029-1.1-1</b>	<b>TOU-CFC-4029-1.1-1</b>	<b>TOU-CFC-5029-1.1-1</b>	
		Identify sponsorship opportunities in consultation with stakeholders and coordinate activities to acquire sponsorships	Organise sponsorship requirements in consultation with stakeholders and execute activities in adherence to sponsorship agreements	Facilitate acquisition of sponsorship opportunities and timely execution of sponsorship agreements	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>Principles of sponsorship management</li> <li>Sponsorship database administration</li> <li>Needs and expectations of potential sponsors</li> <li>Background of sponsors</li> <li>Process of sponsor onboarding</li> <li>Methods to monitor sponsorship programme</li> <li>Principles of post-sponsorship fulfilment reports</li> </ul>	<ul style="list-style-type: none"> <li>Business activities or events which would appeal to sponsors</li> <li>Types of packages that can be offered to sponsors</li> <li>Process to develop sponsorship programme</li> <li>Sponsorship proposal format</li> <li>Features of sponsorship contracts and agreements</li> <li>Techniques to utilise data for sponsorship acquisition</li> </ul>	<ul style="list-style-type: none"> <li>Sponsorship management strategies</li> <li>Potential sponsorship opportunities and sources of finance</li> <li>Protocols for sponsor contact</li> <li>Strategies for sponsorship programmes</li> <li>Techniques for sponsorship proposal development</li> <li>Legal and ethical requirements of sponsorship</li> <li>Techniques to measure and evaluate impact of sponsorships</li> </ul>	<ul style="list-style-type: none"> <li>Sponsorship growth strategies</li> <li>Brand equity and marketing</li> <li>Current challenges and future trends of sponsorships</li> </ul>	
<b>Abilities</b>		<ul style="list-style-type: none"> <li>Maintain database of current and potential sponsors information</li> <li>Support onboarding of sponsors</li> <li>Monitor performance of sponsorship programme</li> </ul>	<ul style="list-style-type: none"> <li>Analyse synergies between sponsors' and event's target customer segments</li> <li>Identify opportunities for sponsorship</li> </ul>	<ul style="list-style-type: none"> <li>Develop strategies for sponsorship programmes</li> <li>Undertake follow-up promotion and negotiation with potential sponsors</li> </ul>	<ul style="list-style-type: none"> <li>Define sponsorship objectives</li> <li>Set financial targets for sponsorship project based on financial parameters of the activity</li> </ul>	

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		<ul style="list-style-type: none"> <li>• Prepare post-sponsorship fulfilment reports</li> </ul>	<ul style="list-style-type: none"> <li>• Identify sponsorship requirements</li> <li>• Distribute sponsorship materials for presentation</li> <li>• Organise onboarding activities for sponsors</li> <li>• Develop deliverables according to sponsorship agreements</li> <li>• Analyse post-sponsorship fulfilment reports to determine return on investment for sponsors</li> </ul>	<ul style="list-style-type: none"> <li>• Secure sponsor support for sponsorship programmes</li> <li>• Develop sponsorship materials including a full breakdown of costs and benefits</li> <li>• Review deliverables in accordance with sponsorship agreement</li> <li>• Cultivate positive relationship with sponsors</li> <li>• Develop performance metrics evaluating the effectiveness of sponsorship management</li> <li>• Facilitate presentation of return on investment of sponsorships to sponsors</li> </ul>	<ul style="list-style-type: none"> <li>• Determine potential sponsors based on potential sponsor appeal, the nature of the activity and previous approaches</li> <li>• Drive preservation of positive relationships with sponsors</li> <li>• Review performance metrics evaluating the effectiveness of sponsorship management</li> <li>• Review status of sponsorship against organisational goals and objectives</li> </ul>	
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