

SKAA213

Negotiate and obtain sponsorship/revenue for an expedition



Overview

Expeditions are an opportunity for sponsors to promote their public image, products and services. In return, they can provide financial or 'in-kind' contributions that help the expedition to be a success. This unit is about deciding what targets and levels of sponsorship are appropriate, weighing up the pros and cons of sponsorship and individual sponsors, and attracting and contracting with appropriate sponsors.

The unit is recommended for anyone involved in managing and delivering expeditions.

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Performance criteria

You must be able to:

- P1 review sponsorship targets and levels for the expedition
- P2 research and identify possible sponsors/partners
- P3 analyse the probable costs and benefits to the expedition of engaging possible sponsors/partners
- P4 develop and communicate a persuasive case for sponsors/partners supporting the expedition
- P5 negotiate the commitment of sponsors/partners whose profile and goals are consistent with the aims and objectives of the expedition and the objectives and core values of the organisation and whose benefits outweigh the costs of their involvement
- P6 make sure you have the support of key stakeholders for your proposed sponsorship/partnership arrangements
- P7 identify and agree expectations with sponsors/partners
- P8 establish clear agreements covering sponsorship/partnership
- P9 maintain and develop an effective working relationship with the sponsor/partner
- P10 ensure all agreements are met

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Knowledge and understanding

You need to know and understand:

General knowledge and understanding

- K1 distinguish between sponsorship and partnership in managing an expedition
- K2 describe the potential benefits, costs and constraints that sponsorship and partnership can bring
- K3 identify sources of information on potential sponsors/partners for expeditions
- K4 describe the key characteristics of a case for sponsorship/partnership
- K5 explain why it is important that the profile and goals of a sponsor/partner are consistent with the aims and objectives of an expedition
- K6 describe how to carry out a cost/benefit analysis of involving a sponsor/partner
- K7 explain why it is important to have the support of key stakeholders for the involvement of a sponsor/stakeholder and describe how you would obtain this support
- K8 describe the typical expectations that sponsor/partner may have in relation to the expedition and why it is important for both parties to be clear about these
- K9 identify sources of information and advice on sponsorship/partnership contracts for expeditions
- K10 interpret information and advice on sponsorship/partnership contracts
- K11 explain the importance of working relationships with sponsors/partners
- K12 describe the main characteristics of an effective working relationship with sponsors/partners and explain how to maintain and develop this relationship

Industry/sector specific knowledge and understanding

- K13 describe the typical opportunities for sponsorship/partnership that occur in your sector

Context specific knowledge and understanding

- K14 describe the extent of your own responsibilities for sponsorship/partnership
- K15 describe how your role relates to the roles of others in your organisation
- K16 describe the main responsibilities of colleagues with whom you work when you are finding and obtaining sponsors/partners

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Additional Information

Behaviours

1. You generate and recognise imaginative and innovative solutions
2. You identify and work with people and organisations that can provide support for your work
3. You seek out and act on new business opportunities
4. You balance risks against the benefits that may arise from taking risks
5. You identify and seize unusual opportunities to obtain resources
6. You clearly agree what is expected of others and hold them to account
7. You show sensitivity to stakeholders' needs and interests and manage these effectively
8. You create a sense of common purpose
9. You identify clearly the value and benefits to people of a proposed course of action
10. You deploy a range of legitimate strategies and tactics to influence people
11. You work towards win-win solutions

Skills

Listed below are the main generic 'skills' which need to be applied in this unit. These skills are explicit/implicit in the detailed content of the unit and are listed here as additional information.

1. Organising information
2. Researching
3. Evaluating
4. Risk analysis and management
5. Persuading
6. Negotiating
7. Monitoring
8. Relationship building

Links to other NOS

This unit is linked to unit SKAB239 Scope and develop the concept and purpose of an expedition and SKAA29 Manage finance in your area of responsibility in the suite of National Occupational Standards for Expedition Leadership and Management

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Developed by	SkillsActive
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Suite	Expedition Leadership and Management
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