

SAULT COLLEGE OF APPLIED ARTS AND TECHNOLOGY

SAULT STE. MARIE, ONTARIO



**SAULT
COLLEGE**

COURSE OUTLINE

COURSE TITLE: **Sponsorship and Fundraising**

CODE NO. : **PEM202** **SEMESTER: 2**

PROGRAM: Public Relations and Event Management

AUTHOR: James R. Cronin, APR

DATE: May 2013 **PREVIOUS OUTLINE DATED:** Sep12

APPROVED: "Colin Kirkwood" Sept/13

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DEAN **DATE**

TOTAL CREDITS: 4

PREREQUISITE(S): NONE

HOURS/WEEK: 4

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For additional information, please contact Colin Kirkwood, Dean,
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(705) 759-2554, Ext. 2688

I. COURSE DESCRIPTION: This course discusses the strategies and tactical plans used by organizations to generate revenue through fundraising and special events. Students will also be provided with detailed instruction on the integration of sponsorships and fundraising as key tools within a Public Relations strategy. Students will learn about the criteria used by organizations to determine which events receive sponsorship support and how sponsorship dollars are allocated on an annual basis. The course will examine the benefits and risks associated with sponsorship and fund raising campaigns including a review of successful campaigns on a provincial and national basis. Students will learn what motivates donors in a fund-raising campaign and how incremental donation targets can be achieved annually. The integration of social media elements into fund-raising and sponsorships will also be covered.

II. LEARNING OUTCOMES AND ELEMENTS OF THE PERFORMANCE:

Upon successful completion of this course, the student will demonstrate the ability to:

1. Introduction to the Sponsorship Industry

Potential Elements of Performance

Develop a vocabulary and understanding of sponsorship terminology.

Evaluate the funding challenges facing event organizers in the not-for profit, private and public sectors that are consistent with the Public Relations Strategy.

Identify funding sources available and how to locate them, with emphasis on: 3 levels of government, Corporate Sponsorship, Foundations and Fundraising activities/programs

2. Sponsorship Research and Benefits Analysis

Potential Elements of the Performance:

Conduct an organizational needs assessment and aligning it with the Public Relations Strategy.

Develop an inventory of potential fund-raising and sponsorship candidates

Identify the needs of sponsorship prospects.

Identify the elements of a successful sponsorship proposal

3. Developing an Effective Proposal

Potential Elements of the Performance:

Identify the research methods used in targeting potential sponsors

Determine sponsor needs and target strategies to meet those needs.

Develop powerful proposal that meets both the event and sponsor needs and expectations all within the Public Relations Strategic framework.

4. Sponsor Servicing

Potential Elements of the Performance:

Develop and nurture sponsorship relations.

Develop strategies to ensure sponsorship commitments are delivered

Develop sponsorship evaluation strategies.

Design sponsorship agreements and contracts.

5. Sponsorship and the Media

Potential Elements of the Performance

Identify the opportunities available in media sponsorship.

Develop effective strategies in media sponsorship proposal

Develop a win/win relationship with media outlets

Explore the Social Media Networking options within the targeted demographic

6. **Not for Profit Fundraising**Potential Elements of the Performance

Identify the challenges and opportunities facing not for profit organizations.

Identify and access the various funding sources available for not for profit organizations

Develop creative fund raising ideas and events

III. **TOPICS:**

1. The 5 W's of Sponsorship
2. Understanding Sponsorship Evaluation Methodology
3. Preparing a Fundraising Plan as part of a Public Relations Strategy.
4. Getting the biggest Bang for your sponsorship dollar
5. Developing a sustainability plan to support long-term fundraising efforts.

IV. **REQUIRED RESOURCES/TEXTS/MATERIALS:**

Main Text: *Event Sponsorship*, Skinner, Bruce and Rukavina, Vladimir. John Wiley & Sons, Inc., ISBN 0-471-12601-2, 2003

Additional Texts (optional)

Fundraising Principles & Practice, Adrian Sargeant, Jen Shang, & Associates, John Wiley & Sons, Inc., ISBN 978-0-470-45039-0 20 2010

The Sponsorship Handbook, Pippa Collet & William Fenton, John Wiley & Sons, Inc., ISBN 987-0-470-97984-6 2011

V. **EVALUATION PROCESS/GRADING SYSTEM:**

<i>Team Project-Sponsorship</i>	25%
<i>Mid-term and final exams</i>	50%
<i>Individual Project</i>	15%
<i>Attendance/class participation</i>	10 %

The following semester grades will be assigned to students:

Grade	Definition	<i>Grade Point Equivalent</i>
A+	90 – 100%	4.00
A	80 – 89%	
B	70 - 79%	3.00
C	60 - 69%	2.00
D	50 – 59%	1.00
F (Fail)	49% and below	0.00
CR (Credit)	Credit for diploma requirements has been awarded.	
S	Satisfactory achievement in field /clinical placement or non-graded subject area.	
U	Unsatisfactory achievement in field/clinical placement or non-graded subject area.	
X	A temporary grade limited to situations with extenuating circumstances giving a student additional time to complete the requirements for a course.	
NR	Grade not reported to Registrar's office.	
W	Student has withdrawn from the course without academic penalty.	

VI. SPECIAL NOTES:

Attendance:

Sault College is committed to student success. There is a direct correlation between academic performance and class attendance; therefore, for the benefit of all its constituents, all students are encouraged to attend all of their scheduled learning and evaluation sessions. This implies arriving on time and remaining for the duration of the scheduled session.

VII. COURSE OUTLINE ADDENDUM:

The provisions contained in the addendum located on the portal form part of this course outline.

1. Course Outline Amendments:

The professor reserves the right to change the information contained in this course outline depending on the needs of the learner and the availability of resources.

2. Retention of Course Outlines:

It is the responsibility of the student to retain all course outlines for possible future use in acquiring advanced standing at other postsecondary institutions.

3. Prior Learning Assessment:

Students who wish to apply for advance credit transfer (advanced standing) should obtain an Application for Advance Credit from the program coordinator (or the course coordinator regarding a general education transfer request) or academic assistant. Students will be required to provide an unofficial transcript and course outline related to the course in question. Please refer to the Student Academic Calendar of Events for the deadline date by which application must be made for advance standing.

Credit for prior learning will also be given upon successful completion of a challenge exam or portfolio.

Substitute course information is available in the Registrar's office.

4. Disability Services:

If you are a student with a disability (e.g. physical limitations, visual impairments, hearing impairments, or learning disabilities), you are encouraged to discuss required accommodations with your professor and/or the Disability Services office. Visit Room E1101 or call Extension 2703 so that support services can be arranged for you.

5. Communication:

The College considers Desire2Learn (D2L) as the primary channel of communication for each course. Regularly checking this software platform is critical as it will keep you directly connected with faculty and current course information. Success in this course may be directly related to your willingness to take advantage of this Learning Management System (LMS) communication tool.

6. Plagiarism:

Students should refer to the definition of "academic dishonesty" in Student Code of Conduct. Students who engage in academic dishonesty will receive an automatic failure for that submission and/or such other penalty, up to and including expulsion from the course/program, as may be decided by the professor/dean. In order to protect students from inadvertent plagiarism, to protect the copyright of the material referenced, and to credit the author of the material, it is the policy of the department to employ a documentation format for referencing source material.

7. Tuition Default:

Students who have defaulted on the payment of tuition (tuition has not been paid in full, payments were not deferred or payment plan not honoured) as of the first week of March will be removed from placement and clinical activities due to liability issues. This may result in loss of mandatory hours or incomplete course

work. Sault College will not be responsible for incomplete hours or outcomes that are not achieved or any other academic requirement not met as of the result of tuition default. Students are encouraged to communicate with Financial Services with regard to the status of their tuition prior to this deadline to ensure that their financial status does not interfere with academic progress.

8. Student Portal:

The Sault College portal allows you to view all your student information in one place. mysaultcollege gives you personalized access to online resources seven days a week from your home or school computer. Single log-in access allows you to see your personal and financial information, timetable, grades, records of achievement, unofficial transcript, and outstanding obligations, in addition to announcements, news, academic calendar of events, class cancellations, your learning management system (LMS), and much more. Go to <https://my.saultcollege.ca>.

9. Electronic Devices in the Classroom:

Students who wish to use electronic devices in the classroom will seek permission of the faculty member before proceeding to record instruction. With the exception of issues related to accommodations of disability, the decision to approve or refuse the request is the responsibility of the faculty member. Recorded classroom instruction will be used only for personal use and will not be used for any other purpose. Recorded classroom instruction will be destroyed at the end of the course. To ensure this, the student is required to return all copies of recorded material to the faculty member by the last day of class in the semester. Where the use of an electronic device has been approved, the student agrees that materials recorded are for his/her use only, are not for distribution, and are the sole property of the College.