

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: Sept 2012 **PREVIOUS OUTLINE DATED:** Aug
2011
APPROVED: "Colin Kirkwood" Oct/12

	DEAN	DATE
TOTAL CREDITS:	4	
PREREQUISITE(S):	NONE	
HOURS/WEEK:	4	

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School of Environment, Technology and Business
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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>	25%

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.