

# Dakota County Technical College

## SMGT 1167: Meeting and Event Sponsorship

### A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: 3

Lab Hours/Week: \*.\*

OJT Hours/Week: \*.\*

Prerequisites: None

Corequisites: None

MnTC Goals: None

Sponsorship dollars can mean the difference between financial success or ruin for an event. Sponsor visibility and benefit to the sponsoring organization can make or break their business. Establishing ROI for the event, as well as the sponsoring organization, is important to the symbiotic relationship between these entities. For the event planner, the value of sponsorship to the event and its attendees, as well as how to integrate the sponsorship into the event are key elements of success. Fundraisers, who frequently double as the event planner, need to know how to place value on sponsorship, maximize the sponsor experience and where to find more sponsors. Event planners and fundraisers will learn state-of-the-art methods for finding, securing and retaining sponsors in this class. Prerequisites: None.

**B. COURSE EFFECTIVE DATES:** 08/21/2006 - Present

### C. OUTLINE OF MAJOR CONTENT AREAS

### D. LEARNING OUTCOMES (General)

1. assign value to sponsorships
2. combine sponsorships with event image to gain market position
3. create effective proposal
4. create sponsorship packages
5. measure ROI
6. target prospective sponsors

### E. Minnesota Transfer Curriculum Goal Area(s) and Competencies

None

### F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

### G. SPECIAL INFORMATION

None noted