

# HTT A275: EVENT FUND-RAISING AND SPONSORSHIP

Item	Value
Curriculum Committee Approval Date	03/13/2019
Top Code	130700 - Hospitality
Units	1 Total Units
Hours	18 Total Hours (Lecture Hours 18)
Total Outside of Class Hours	0
Course Credit Status	Credit: Degree Applicable (D)
Material Fee	No
Basic Skills	Not Basic Skills (N)
Repeatable	No
Open Entry/Open Exit	No
Grading Policy	Standard Letter (S), • Pass/No Pass (B)

## Course Description

Provides a comprehensive plan for identifying, evaluating, soliciting, selling, managing, and coordinating long-term fund-raising and/or sponsorship deals. Develop skills to manage events and work successfully as a staff professional or volunteer. Transfer Credit: CSU.

## Course Level Student Learning Outcome(s)

1. Develop strategies for successful fund raising events.

## Course Objectives

- 1. Identify appropriate fund raising events for your organization
- 2. Recruit, orient, train, and reward volunteers
- 3. Develop events such as silent auctions, raffles
- 4. Demonstrate compliance with all tax regulations
- 5. Increase financial yield from existing fund raising events
- 6. Conduct a comprehensive needs assessment and feasibility study
- 7. Develop a business plan
- 8. Develop an effective and realistic financial plan for increasing sponsorship revenue
- 9. Create sponsorship agreements
- 10. Develop a system for monitoring and improving sponsorship services

## Lecture Content

Forecasting/Needs assessment Potential income Expenses Market focus/potential volume Sponsorship/fund-raising options Financial Considerations Budget Account classifications Proposals Payables/receivables Contracts/agreements/leases Legal consultation Monitoring systems Record keeping requirements state Local Federal Employment Laws/regulations/taxes/licensing Identify necessary requirements/mandates Local, state, federal tax laws Sponsorship solicitation Liabilities Accountability/timing/outourcing Proposals/agreements Negotiation techniques/strategies Presentation/in-person/written

Implementation/follow-up/liability Fund-raising Events Silent auctions Raffles Sponsorship Perspective sponsors Proposals Agreements

## Method(s) of Instruction

- Lecture (02)
- DE Online Lecture (02X)

## Instructional Techniques

Lecture, handouts, group participation, video demonstration and discussion, student research and projects, industry involvement, computers, and simulations.

## Reading Assignments

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## Writing Assignments

All quizzes and examinations will be at least 75% comprehensive responses. Problem solving exercises will include written comprehensive responses. Cognitive responses to classroom lecture/demonstration/discussion will be required. Proficiency demonstrations of applied skills demonstrating evaluation and critique techniques.

## Out-of-class Assignments

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## Demonstration of Critical Thinking

The student must participate in class discussions. In addition, complete assignments and a mastery quiz. Students will receive a grade by successfully completing the course requirements. Students must participate in an industry-based project.

## Required Writing, Problem Solving, Skills Demonstration

1. All quizzes and examinations will be at least 75% comprehensive responses. 2. Problem solving exercises will include written comprehensive responses. 3. Cognitive responses to classroom lecture/demonstration/discussion will be required. 4. Proficiency demonstrations of applied skills demonstrating evaluation and critique techniques.

## Textbooks Resources

1. Required Levy, Reynolds. Yours for the Asking: An Indispensable Guide to Fundraising and Management, ed. Philadelphia: Wiley, 2008