Undergraduate Distance Education Review Form

(Required for all courses taught by distance education for more than one-third of teaching contact hours.)

Existing and Special Topics Course

Course: HRIM 343 Fund-Raising for Special Events

Instructor(s) of Record: Dr. Stephen B. Shiring

Phone: 7-2626   **Email:** sshiring@iup.edu

Step One: Proposer

A. Provide a brief narrative rationale for each of the items, A1- A5.

1. How is/are the instructor(s) qualified in the distance education delivery method as well as the discipline?

   Dr. Stephen B. Shiring has been instructed and tutored in distance education delivery by Dr. Mindy Wygonik and Mr. Brian Carothers Instructional Design Center (IDC). Dr. Shiring has worked with both of them individually and at workshops. During the fall 2008 semester, Dr. Shiring worked one-on-one with Mr. Brian Carothers for individualized instruction to write, design and adopt his courses to an Online format. Dr. Shiring has been involved in the food service industry for nearly thirty years. He wrote this course and has taught HRIM 343 Fund-Raising for Special Events for the past several years.

2. How will each objective in the course be met using distance education technologies?

   To complete each of the following objectives, after reading the assigned chapter from the text book and viewing the accompanying instructor written PowerPoint files that supplement and support text material, the distance education technological application will include:

   Objective 1: Describe the skills, strategies and tactics of successful fund raising managers.

   The completion of a Module Assignment that applies learned information and receives feedback form the instructor. Students will submit their assignment using the Online "Assignment tool" and will receive feedback from the instructor.

   Objective 2: Explain why corporations, individuals, and other organizations engage in sponsorship activities.

   Each student will complete a Module Assignment to identify specific corporations, individuals, and other organizations for sponsorship. Students will submit their assignment using the Online "Assignment tool" and will receive feedback from the instructor

   Objective 3: Assess cause-related marketing campaigns, business ventures, licensing agreements and sponsorship agreements.

   The completion of a Module Assignment that applies learned information. Students will submit their assignment using the Online "Assignment tool" and will receive feedback from the instructor

   Objective 4: Evaluate sponsorship programs

   Each student will explore and write a special topic paper on a company, topic, or industry or segment in its use of sponsorship. Students will submit their paper using the Online "Assignment tool" and will receive feedback from the instructor. Topic must be approved by the instructor.

   Objective 5: Understand the process of negotiation in securing sponsorship.

After reviewing sample sponsorship agreements, identifying terminology, negotiating techniques and strategies, each student will write a sponsorship agreement for a corporation, individual, and/or other organization. Students will submit their assignment using the Online "Assignment tool" and will receive feedback from the instructor.

Objective 6: Explain how networking opportunities are created by membership in associations specific to the special event industry.

Utilization of suggested Internet sources to review information regarding membership in associations specific to the special event industry.

3. How will instructor-student and student-student, if applicable, interaction take place?

The student will be required to read the text material, review the PowerPoint presentations, complete individual Module assignments, exams and participate in faculty-facilitated chat rooms in order to provide optimal instructor to student and student to student interaction.

4. How will student achievement be evaluated?

Student achievement will be evaluated through the grading of Module assignments, examination grades, a and a writing assignment. All grading criteria are explained in the syllabus provided on the course homepage.

5. How will academic honesty for tests and assignments be addressed?
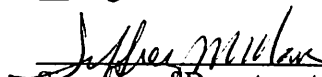
Since this course is designed to introduce students to the process and acquisition of fund-raising for special events, students will have a vested interest in designing their own documents. The academic honesty policy for this course is clearly stated in the syllabus. A random-question format is utilized for all examinations. Each examination is times. I will have one-on-one input with each student monitoring their progress.

Submit to the department or its curriculum committee the responses to items A1-A5, the current official syllabus of record, along with the instructor developed online version of the syllabus, and the sample lesson. This lesson should clearly demonstrate how the distance education instructional format adequately assists students to meet a course objective(s) using online or distance technology. It should relate to one concrete topic area indicated on the syllabus.

Step Two: Departmental/Dean Approval

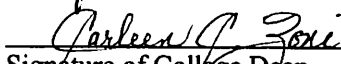Recommendation: ☑ Positive (The objectives of this course can be met via distance education)

☐ Negative

_____   _1-30-09_
Signature of Department Designee   Date

Endorsed: _____   _2-2-09_
Signature of College Dean   Date

Forward form and supporting materials to Liberal Studies Office for consideration by the University-wide Undergraduate Curriculum Committee. Dual-level courses also require review by the University-wide Graduate Committee for graduate-level section.

Step Three: University-wide Undergraduate Curriculum Committee Approval

Recommendation: ☐ Positive (The objectives of this course can be met via distance education)

☐Negative

_____
Signature of Committee Co-Chair   Date

Forward form and supporting materials to the Provost within 30 calendar days after received by committee.

Step Four: Provost Approval

☐ Approved as distance education course   ☐ Rejected as distance education course

_____
Signature of Provost   Date

Forward form and supporting materials to Associate Provost.

Lesson Plan

Subject: HRIM 343 Fund-Raising for Special Events

Author: Stephen B. Shiring

Time Duration:

Overview:

The quest for the acquisition of funds from potential sponsors to provide financial support is a relatively new and explosive segment of the hospitality industry. Today, the acquisition of sponsorship, its techniques and strategies, continues to be one of the fastest emerging "marketing" functions in the hospitality industry. This assignment will enable students to have a contemporary "look" at how organizations target and use fund-raising as a marketing function.

Objective: Objective 4: Evaluate sponsorship programs

Each student will explore and write on a company, topic, or industry or segment in its use of sponsorship. Students will submit their paper using the Online "Assignment tool" and will receive feedback from the instructor.

Materials:

- Paper assignment instructions

Activities and Procedures:

Students will complete the following:

- A special topic paper whose purpose is to explore a company, topic, or industry or segment in its use of sponsorship.

Conclusions: Post paper assignment points on WebCt

Extra Credit: None

HRIM 343 Fund-Raising for Special Events
Special Topic Paper Assignment

Objective: Objective 4: Evaluate sponsorship programs

Each student will explore and write on a company, topic, or industry or segment in its use of sponsorship. Students will submit their paper using the Online "Assignment tool" and will receive feedback from the instructor.

Special Topic Paper

Each student will write a paper on a domestic or international sponsorship topic. Approval of the topic must be granted by the instructor.

Special Topic Paper Format
- ☐ Title Page (5 points) 1 – page
- ☐ Executive Summary (10 points) 1– 2 pages
- ☐ Table of Contents (5 points) 1 – page
- ☐ Content of Paper (55 points) (8-10 pages, excluding executive summary)
- ☐ Conclusion (15 points)
- ☐ Sources (10 points)

Title Page
- ☐ (5 points)
- ☐ 1 – page
- ☐ Student name, date, title, course

Executive Summary
- ☐ (10 points)
- ☐ 1 ½ – 2 pages
- ☐ Synopsis of the content of your report

Table of Contents
- ☐ (5 points)
- ☐ 1 – page
- ☐ To identify content as organized in the paper

Content of Paper
- ☐ (55 points)
- ☐ (8-10 pages)
- ☐ Approximate length to address the specific topic of the paper

The content outline may reflect the following format
- ☐ Historical background of your topic
- ☐ Type of business or segment or industry of your topic

- [ ] A history of sponsorship utilization by this topic, specific examples of sponsorship activities, identifiable reasons or purpose for the use of sponsorship, identifiable benefits of using sponsorship,
- [ ] Future use of sponsorship activities by this topic.
- [ ] Conclusion (15 points)
- [ ] What is your conclusion to the findings of this paper?
- [ ] Sources (10 points)

SYLLABUS OF RECORD

I. Catalog Description

3 class hours
0 lab hours
3 credits
(3c-0l-3cr)

HRIM 343 FUND-RAISING FOR SPECIAL EVENTS

Prerequisites: none

Relevant management tools, techniques, and strategies used for acquiring event revenue through fund-raising and special event management are explored. Evolving legislation affecting sponsor and donor relationships benchmarked against the historical and contemporary concept of sponsorship, as a process of meeting organization and sponsor needs, will be examined.

II. Course Outcomes:

Students will be able to

1. Describe the skills, strategies and tactics of successful fund raising managers.

2. Explain why corporations, individuals, and other organizations engage in sponsorship activities.

3. Assess cause-related marketing campaigns, business ventures, licensing agreements and sponsorship agreements.

4. Evaluate sponsorship programs.

5. Understand the process of negotiation in securing sponsorship.

6. Explain how networking opportunities are created by membership in associations specific to the special event industry.

III. Course Outline

A. Course Introduction   (1 hour)

B. Overview: Evolution of Event Sponsorship   (3 hours)
    1. Pioneers in sponsorship
    2. Early sponsorship as a philanthropic service
    3. Sponsorship today as an interactive participatory platform

C. Proliferation of Sponsorship   (3 hours)

1. Defining sponsorship
   2. Building brand equity
   3. Activating sponsorship

D. Sponsorship Acquisition Process   (4 hours)
   1. Creating the infrastructure to obtain sponsorship
   2. Identifying what to offer for sponsorship
   3. How companies decide what to sponsor

E. Pricing Sponsorship   (4 hours)
   1. Determining what a sponsorship is worth
   2. Calculating your baseline fee
   3. Working with sponsorship agencies

F. Exam 1   (1 hour)

G. Selling Sponsorship   (4 hours)
   1. The deal-making process: Getting started
   2. Outsourcing the sponsorship process
   3. What decision makers look for

H. Negotiation with Potential Sponsors   (4 hours)
   1. Payment arrangements
   2. Contra sponsorship
   3. Looking at sponsorship from both sides

I. Writing the Sponsorship Proposal   (5 hours)
   1. Direct contact with the potential sponsor
   2. Contents and outline of the sponsorship proposal
   3. Writing a sponsorship proposal

J. Exam 2   (1 hour)

K. Servicing the Sponsorship Package   (4 hours)
   1. Leveraging sponsorship
   2. Making the sponsor's investment quantifiable
   3. Explain why sponsorship fails

L. Maximization of Sponsor Benefits   (4 hours)
   1. Integrating sponsorship into existing business strategies
   2. Measuring sponsorship results
   3. Protecting against ambush sponsorship – defensive strategies

M. The Globalization & Trends of Event Sponsorship   (4 hours)
   1. Sponsorship as a megatrend
   2. The decline of government financial support

3. Special event associations, groups & networking activities

N. Final Culminating Activity   (2 hours)
    1. Final Exam – During Final Exam Week

IV. Evaluation Methods

The final grade will be determined as follows:

40%   Three exams
          Each exam may consist of multiple-choice, completion, true/or/false, and short-
          essay questions.

30%   Special topic paper
          Each student will write a paper on a domestic or international sponsorship topic.
          Approval of the topic must be granted by the instructor.

20%   Sponsorship proposal
          Each student will write a sponsorship proposal.

10%   Presentation of the topic paper
          Each student will present his or her sponsorship paper.

Grading Scale: A ≥ 90% B: 80-89% C: 70-79% D: 60-69% F: ≤ 60%

V. Attendance Policy

The attendance policy recognizes student learning is enhanced by regular class
attendance and participation in class discussions. The University policy recognizes
students' need to miss class because of documented illness or personal emergency.

VI. Required textbooks, supplemental books and readings

Grey, A.M., & Skildum-Reid, K. (2003). *The sponsorship seeker's toolkit*. (2nd ed.). New
        York: The McGraw-Hill Companies, Inc.

VII. Special Resources Requirements

None

VIII. Bibliography

Allen, J. (2004). *Marketing your event planning business: A creative approach to
        gaining the competitive edge*. New Jersey: John Wiley & Sons, Inc.

Allen, J. (2003). *Event planning ethics and etiquette: A principled approach to the*

business of special event management. New Jersey: John Wiley & Sons, Inc.

Allen, J., McDonnell, I., O'Toole, W. & Harris, R. (2005). *Festival and special event management* (3rd ed.). New Jersey: John Wiley & Sons, Inc.

Goldblatt, J. (2002). *Special events: Twenty-first century global event management* (3rd ed.). New York: John Wiley & Sons, Inc.

Goldblatt, J. (2000). *The international dictionary of event management* (2nd ed.). New York: John Wiley & Sons, Inc.

O'Toole, W., & P. Mikolaitis (2002). *Corporate event project management.* New York: John Wiley & Sons, Inc.

Schaumann, P. (2004). *The guide to successful destination management.* New Jersey: John Wiley & Sons, Inc.

Skinner, B.E., & Rukavina, V. (2003). *Event sponsorship.* New Jersey: John Wiley & Sons, Inc.

Sonder, M. (2003). *Event entertainment and production.* New Jersey: John Wiley & Sons, Inc.

Ukman, L. (2004). *IEG's guide to sponsorship: Everything you need to know about sports, arts, event, entertainment and cause marketing.* Chicago: IEG Incorporated.

ON-LINE COURSE SYLLABUS

I. Catalog Description

<div align="right">
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0 lab hours
3 credits
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     York: The McGraw-Hill Companies, Inc.

VI. Special Resources Requirements
A. According to the IUP Support Center, recommended computer hardware
     includes:
  - CPU: 2.4 Ghz
  - RAM: 2GB
  - Hard Drive: 80GB
  - Operating System: Windows Vista or Windows XP
  - Network Card for Connection to IUP (Dorms): 10/100 Base-T Ethernet
    Adapter, 3 com or Intel recommended
  - CD-ROM/DVD Drive: 16 X +/- RW

B. The IUP Support Center recommends the following Minimum Recommended
System:

  - CPU: 933 MHz
  - RAM: 512MB

- Hard Drive: 10GB
- Operating System: Windows XP
- Network Card for connection to IUP network (Dorms): 10/100 Base-T Ethernet Adaptor, 3com or Intel recommended
- CD-ROM/DVD Drive: 16X +/- RW

C.   The student will need access to the Internet

VII. Bibliography

Allen, J. (2004). *Marketing your event planning business: A creative approach to gaining the competitive edge.* New Jersey: John Wiley & Sons, Inc.

Allen, J. (2003). *Event planning ethics and etiquette: A principled approach to the business of special event management.* New Jersey: John Wiley & Sons, Inc.

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Indiana University of Pennsylvania
Department of Hospitality Management
HRIM 343 Fund-Raising for Special Events
ON-LINE SEMESTER SCHEDULE

Instructor:	Dr. Stephen B. Shiring , Associate Professor
Office:	18 Ackerman Hall
Office Hours:	Virtual Office Hours available through Chat Room or Email
Telephone:	724-357-2562
E-MAIL:	sshiring@iup.edu

Date/Week	Topic/Subject	Text
Week 1	Module 1 Introduction to course, requirements, expectations & Historical Overview of Sponsorship	Accompanying Instructor PowerPoint
Week 2	Module 1 Why is Sponsorship Growing? Begin Special Topics Paper Ideas	Accompanying Instructor PowerPoint
Week 3	Module 1 Why Sponsorship Fails? **Examination 1**	Accompanying Instructor PowerPoint
Week 4	Module 2 Internal Planning for Sponsorship	Chapter 1 & Accompanying Instructor PowerPoint
Week 5	Module 3 Sponsorship & Marketing	Chapter 2, 3 & Accompanying Instructor PowerPoint
Week 6	Module 4 What you have to Offer?	Chapter 4, 5 & Accompanying Instructor PowerPoint
Week 7	Module 4 Sales Process **Examination 2**	Chapter 7 & Accompanying Instructor PowerPoint
Week 8	BREAK	
Week 9	Module 5 Sponsorship Negotiation	Chapter 8 & Accompanying Instructor PowerPoint
Week 10	Module 5 What is your Sponsorship Worth?	Chapter 9, 10 & Accompanying Instructor PowerPoint

Week 11	Module 5 What is your Sponsorship Worth? (173)	Chapter 9, 10 Accompanying Instructor PowerPoint
Week 12	**Examination 3**	
Week 13	Module 6 Proposal	Chapter 6 & Accompanying Instructor PowerPoint
Week 14	Special Topic Paper Assignment	
Week 15	Special Topic Paper Assignment Due	