



## Higher National Unit specification

### General information

**Unit title:** Event Budgeting and Funding (SCQF level 7)

**Unit code:** F35S 34

**Superclass:** AK

**Publication date:** July 2008

**Source:** Scottish Qualifications Authority

**Version:** 03

### Unit purpose

The Unit will provide learners with the skills and knowledge to apply event budgetary techniques to every event organised and to analyse relevant funding available within the events industry.

### Outcomes

On successful completion of the Unit the learner will be able to:

- 1 Investigate funding in the events industry.
- 2 Explain the key issues in gaining sponsorship for an event.
- 3 Produce a budget and break-even analysis for an event.
- 4 Explain the control mechanisms used within the budgetary process.

### Credit points and level

1 Higher National Unit credit at SCQF level 7: (8 SCQF credit points at SCQF level 7)

### Recommended entry to the Unit

Access to this Unit is at the discretion of the centre but it would be beneficial if the learner possesses good Communication Skills which may be evidenced by *Communication* at SCQF level 5.

Numeracy and/or accounting skills may also be beneficial.

## Higher National Unit specification: General information (cont)

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### Core Skills

Opportunities to develop aspects of Core Skills are highlighted in the Support Notes for this Unit specification.

There is no automatic certification of Core Skills or Core Skill components in this Unit.

### Context for delivery

If this Unit is delivered as part of a Group Award, it is recommended that it should be taught and assessed within the subject area of the Group Award to which it contributes.

The Assessment Support Pack (ASP) for this Unit provides assessment and marking guidelines that exemplify the national standard for achievement. It is a valid, reliable and practicable assessment. Centres wishing to develop their own assessments should refer to the ASP to ensure a comparable standard. A list of existing ASPs is available to download from SQA's website (<http://www.sqa.org.uk/sqa/46233.2769.html>).

### Equality and inclusion

This Unit specification has been designed to ensure that there are no unnecessary barriers to learning or assessment. The individual needs of learners should be taken into account when planning learning experiences, selecting assessment methods or considering alternative evidence.

Further advice can be found on our website [www.sqa.org.uk/assessmentarrangements](http://www.sqa.org.uk/assessmentarrangements).

## Higher National Unit specification: Statement of standards

### Unit title: Event Budgeting and Funding (SCQF level 7)

Acceptable performance in this Unit will be the satisfactory achievement of the standards set out in this part of the Unit specification. All sections of the statement of standards are mandatory and cannot be altered without reference to SQA.

Where evidence for Outcomes is assessed on a sample basis, the whole of the content listed in the Knowledge and/or Skills section must be taught and available for assessment. Learners should not know in advance the items on which they will be assessed and different items should be sampled on each assessment occasion.

#### Outcome 1

Investigate funding in the events industry.

##### Knowledge and/or Skills

- ◆ Sources of funding
- ◆ Funding Policies
- ◆ Funding Application Process
- ◆ Funding Strategy

#### Outcome 2

Explain the key issues in gaining sponsorship for an event.

##### Knowledge and/or Skills

- ◆ The role of sponsorship
- ◆ Benefits of sponsorship to the event and the sponsor
- ◆ Stages in the sponsorship proposal

#### Outcome 3

Produce a budget and break-even analysis for an event.

##### Knowledge and/or Skills

- ◆ Types of costs
- ◆ Budget
- ◆ Break-even analysis

#### Outcome 4

Explain the control mechanisms used within the budgetary process.

##### Knowledge and/or Skills

- ◆ Pre controls
- ◆ Operational controls
- ◆ Post controls

## Higher National Unit specification: Statement of standards

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### Evidence Requirements for this Unit

Learners will need to provide evidence to demonstrate their Knowledge and/or skills across all Outcomes by showing that they can:

For Outcomes 1, 2 and 4:

- ◆ Investigate any three sources of funding in the events industry from the following: central government funding, local government funding, quangos, grant-making trusts, voluntary funding organisations, sponsorship and patronage; and give examples of the types of events that may use these sources of funding.
- ◆ Explain the funding policies of one of the above funding sources. This should include the types of event they give funding to and the parameters for assessing funding.
- ◆ Describe the funding application process for one source of funding used for an event. This should include meeting the criteria for the application, information to back the funding application, completion of the application form, funding gained or declined and a review of how the money was used.
- ◆ Explain a funding strategy for a specified event, giving details of the funding sources used and the rationale for using these sources.
- ◆ Analyse the role of sponsorship for an event.
- ◆ Describe three benefits of sponsorship to the event and three benefits to the sponsor of an event.
- ◆ Explain the key stages in the sponsorship proposal for an event.
- ◆ Explain how two pre-controls can help control the budgetary process.
- ◆ Explain two operational controls that will ensure the team will adhere to the budget set.
- ◆ Explain post-controls within the budgetary process. The explanation must include the relevance of variance analysis and evaluative reports.

For Outcome 3:

- ◆ Produce a budget including all income, expenditure and net profit or loss for an event.
- ◆ Prepare a break-even analysis using fixed costs, variable costs and income identified in the budget.



## Higher National Unit Support Notes

**Unit title:** Event Budgeting and Funding (SCQF level 7)

Unit Support Notes are offered as guidance and are not mandatory.

While the exact time allocated to this Unit is at the discretion of the centre, the notional design length is 40 hours.

### Guidance on the content and context for this Unit

#### Outcome 1

Outcome 1 will consider the various sources of funding applicable to the event industry; this includes central and local government, QUANGOS, grant making trusts, sponsorship, patronage, self-funding, voluntary organisation funding and how these organisations can help different types of events. The policies of these organisations, eg Creative Scotland or EventScotland within the event industry could be considered with reference to the types of event they give funding to, the parameters for assessing funding and whether the event meets the criteria for gaining funding. The learners could consider the funding application process, which can be thorough in terms of information required by the funding organisation from the event company, and whether there is a specified application process to complete within a given deadline. The subsequent decision by the funding organisation to agree to the funding application and the review procedures should be considered. Finally in Outcome 1, learners may investigate funding strategies for different events and the number of sources of funding used at these events. They should also state why they have chosen these particular strategies. Areas to consider may include the sources of funding to be secured, the rationale for using funding sources chosen and a time-line to gain the appropriate funding.

#### Outcome 2

Learners should consider the importance of sponsorship to the event industry, as a large amount of funding can be gained from a well-planned sponsorship agreement. Learners should also consider the use of sponsorship as a marketing tool. The types of events that gain sponsorship and the corporations that assist them should be studied; examples should be given from different types of events such as, sporting events, festivals and arts/music events. Learners could also consider how sponsorship has affected their own events as arranged for Unit H91J 34 *Organising an Event*. The benefits to both parties may be explained to learners including funding to the event, image being related to the sponsor company, brand awareness for the sponsor, return on their investment for the sponsor etc. The key stages in the process should be considered such as the identification of potential sponsors, the preparation and application process for sponsorship, the decision made by the sponsor and any review procedure necessary to ensure the event meets the continued expectations of the sponsoring company. Formative or summative assessment could consider events such as Celtic Connection, Edinburgh International Festival, the Olympic Games, and Mountain Bike Trials World Championship.

## Higher National Unit Support Notes (cont)

**Unit title:** Event Budgeting and Funding (SCQF level 7)

### Outcome 3

In this Outcome, learners may consider the practical aspects of budgeting and break-even analysis. Initially, types of costs such as materials, labour and overheads should be identified, as well as, fixed and variable costs and what is meant by these terms in respect of budgets and break-even analysis. Learners should consider the net profit or loss identified from the budget and the break-even point and how these are calculated using appropriate formulae.

### Outcome 4

Outcome 4 will consider the control mechanisms involved in the budgetary process including controls set in place prior to the actual event including resource specifications; nominated suppliers; suppliers' tenders; itemised costings, authorisation to purchase and discounts etc. The operational controls for the actual event may include pricing policy, budget meetings, break-even analysis, credit facilities and payment methods, and income management, etc and the controls put in place to evaluate the financial situation of the event including explaining what is meant by variance analysis and evaluative reports. Outcome 4 may be assessed with extended response questions relating to the event being organised in the Unit H91J 34 *Organising an Event*.

## Guidance on approaches to delivery of this Unit

This Unit is likely to be delivered at the beginning of the Group Award as the knowledge and skills contained in this Unit underpin other Units within the Group Award.

In terms of delivery, initially lecturers should introduce the topic areas to be covered in this Unit. However, the Unit is designed to encourage learners to actively participate in a number of activities to reinforce the learning and underpinning knowledge and skills. The variety of teaching and learning approaches could include group discussions, case studies, practical activities, structured work-sheets, and internet research. Learners should be given various budgetary exercises to ensure that they can prepare budgets and break-even analysis and calculate net profit or loss and break-even point.

Where possible, centres may wish to invite visiting speakers to talk to learners. This is in order to provide up to date information, meeting industry standards and practices within the area of funding, sponsorship and budgeting.

Where possible the delivery of this Unit should attempt to reflect current industry practice in order to provide learners with relevant knowledge and skills especially as funding policies and arrangement for various sources of funding change yearly.

## Higher National Unit Support Notes (cont)

**Unit title:** Event Budgeting and Funding (SCQF level 7)

### Guidance on approaches to assessment of this Unit

There are two suggested methods of assessments in this Unit. Outcomes 1, 2 and 4 may take the form of extended response questions under open-book conditions relating to funding, sponsorship and budgetary control mechanisms required when organising events. The questions may relate to a given case study or mini case studies.

Outcome 3 may be assessed in the form of a practical assessment to create a budget and prepare a break-even analysis. This assessment may be assessed open-book under supervised conditions. Learners may complete the budget and break-even analysis on information given by their lecturer or base the assessment on their own series of financial figures which have been approved in advance by their tutor and may come from the event being organised by them in the Unit: H91J 34 *Organising an Event*.

Alternatively, Outcomes 1 and 2 may be assessed together as indicated above and Outcomes 3 and 4 may be assessed together as a practical assessment related to the event being organised in the Unit: H91J 34 *Organising an Event* Outcomes 1 and 3.

Evidence can be generated using different types of assessment. The following are suggestions only. There may be other methods that would be more suitable to learners.

Centres are reminded that prior verification of centre-devised assessments would help to ensure that the national standard is being met. Where learners experience a range of assessment methods, this helps them to develop different skills that should be transferable to work or further and higher education.

### Opportunities for e-assessment

E-assessment may be appropriate for some assessments in this Unit. By e-assessment we mean assessment which is supported by Information and Communication Technology (ICT), such as e-testing or the use of e-portfolios or social software. Centres which wish to use e-assessment must ensure that the national standard is applied to all learner evidence and that conditions of assessment as specified in the Evidence Requirements are met, regardless of the mode of gathering evidence. The most up-to-date guidance on the use of e-assessment to support SQA's qualifications is available at [www.sqa.org.uk/e-assessment](http://www.sqa.org.uk/e-assessment).

### Opportunities for developing Core and other essential skills

The delivery and assessment of this Unit may contribute towards the component 'Written Communication' of the Core Skill of Communication at SCQF level 5, particularly as the extended response answers for the instrument of assessment for Outcomes 1, 2 and 4. The general skills of the component are 'read, understand and evaluate written communication' for its reading element and 'produce well-structured written communication' for its written element.

## Higher National Unit Support Notes (cont)

### Unit title: Event Budgeting and Funding (SCQF level 7)

Any preparation towards producing extended responses such as reading and research will facilitate development of the component's reading element, as learners will need to examine a variety of information, for example relating to analysing the funding within the event industry sector, assessing its relevance and importance.

The writing element of the component may be developed when dealing with topics such as when they describe two operational controls that will ensure the team will adhere to the budget set in Outcome 4 and where tackling the relevance of variance analysis and evaluative reports in the context of the budgetary process in Outcome 4.

In Outcome 3, there may be opportunities to develop the Core Skill of Numeracy through the preparation of a budget and break-even analysis and computing accurate figures for both documents.

In both formative and summative assessment, learners should be encouraged to present all essential ideas/information and supporting detail in a logical and effective order; use a structure that takes account of purpose and audience and links major and minor points in ways which assist the clarity and impact of the writing; use conventions which are effective in achieving the purpose and adapted as necessary for the target audience and use spelling, punctuation and sentence structures which are consistently accurate.

These skills can be developed through formative activities, such as short essays/reports on theory or debates/issues, without formal Core Skill certification.

### Essential Skills

Whilst undertaking this Unit, learners will develop skills that will support employability, develop confidence, independent learning and citizenship, as they research and learn the key concepts of the Unit.

Throughout the learning and teaching of this Unit learners will be encouraged to recognise opportunities to think about the environment and seek better ways of meeting the needs of industry and commerce for example through better procurement, access for all and health and wellbeing.



## History of changes to Unit

Version	Description of change	Date
03	Minor amendment to evidence requirements of outcome 2	05/05/2015
02	<p>Outcome 1: First Evidence Requirement has been altered from 'Investigate four sources of funding...' to 'Investigate three sources of funding...'</p> <p>Second Evidence Requirement: 'Explain the funding policies of two of the above funding sources...' changed to 'explain the funding policies of one of the above funding sources...'</p> <p>Assessment Guidelines for Outcomes 1, 2 and 4 have an amended suggested time allocation of 2 hours 30 minutes, as candidates were struggling to complete the assessment in the two hours previously allocated.</p> <p>An alternative suggestion to assessing Outcome 4 has been added.</p>	14/05/2009

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## General information for learners

### Unit title: Event Budgeting and Funding (SCQF level 7)

This section will help you decide whether this is the Unit for you by explaining what the Unit is about, what you should know or be able to do before you start, what you will need to do during the Unit and opportunities for further learning and employment.

In Outcome 1, you will consider funding applicable to the event industry, and how funding organisations can help different types of events. The policies of these organisations should be studied with reference to the types of event they give funding to. You should be aware of the funding application process. Finally in Outcome 1, you should investigate funding strategies (ie the many different forms of funding that can be employed) for different events, the number of sources of funding used at these events and why they have chosen these strategies.

In Outcome 2, you will learn about the importance of sponsorship to the event industry, as a large amount of support can be gained from a well-planned sponsorship agreement. You should study the types of events that gain sponsorship, the companies providing sponsorship and be able to give examples of sponsorship for different types of events such as, sporting events, festivals arts and music events. The benefits to both parties should be examined including support to the event, image being related to the sponsor company, brand awareness for the sponsor, return on their investment for the sponsor, etc. You will investigate the key stages in the sponsorship application process and consider events such as Celtic Connection, Edinburgh International Festival, the Olympic Games, and Mountain Bike Trials World Championship.

In Outcome 3, you should consider the practical aspects of budgeting and break-even analysis. Initially, types of costs such as materials, labour and overheads may be identified by you, as well as, fixed and variable costs and what is meant by these terms in respect of budgets and break-even analysis. You will produce budgets including the net profit or loss, as well as, prepare a break-even analysis using appropriate formulae.

In Outcome 4, you will consider the control mechanisms involved in the budgetary process including controls set in place prior to the actual event including resource specifications; nominated suppliers; suppliers' tenders; authorisation to purchase and discounts; the controls for the actual event which will include budget meetings, break-even analysis, credit facilities and payment methods, and income management and the controls put in place to evaluate the financial situation of the event including explaining what is meant by variance analysis and evaluative reports.

There could be two methods of assessments for this Unit. One assessment takes the form of extended response questions under supervised conditions relating to funding, sponsorship and budgetary control mechanisms required when organising events. This is for Outcomes 1, 2 and 4. The questions may relate to a given case study or mini case studies. If the assessment is based on a case-study, the case-study should be given to you 7–10 days prior to assessment so that you can prepare notes to be taken into the assessment as the assessment is open-book.

In Outcome 3 you will be assessed using a practical assessment to create a budget and prepare a break-even analysis. This assessment may be assessed open-book under supervised conditions. You may be asked to complete the budget and break-even analysis on information given by your lecturer or base the assessment on the event you are organising in the Unit: H91J 34 *Organising an Event*.

## **General information for learners**

**Unit title:** Event Budgeting and Funding (SCQF level 7)

Alternatively, Outcomes 1 and 2 may be assessed together as indicated above and Outcomes 3 and 4 may be assessed together as practical assessment related to the event you are organising in the Unit: H91J 34 *Organising an Event*. Outcomes 1 and 3.