

# **SPONSORSHIP COORDINATOR**

The Sponsorship Coordinator is responsible for attracting and retaining club sponsorship.

## **Responsible to**

The Sponsorship coordinator is directly responsible to the President and members of the club. The Sponsorship Coordinator may chair the Sponsorship Committee.

## **Responsibilities and Duties**

The Sponsorship Coordinator should:

- Create sponsorship packages suitable for local businesses
- Engage and encourage the current club members to introduce sponsors to the club from their network of family and friends
- Ensure all previous club sponsors are invited back to the club as sponsors for the upcoming year
- In conjunction with the Sponsorship Committee, develop club sponsorship packages which seek to grow and expand the sponsorship base of the club
- Provide the committee with the recommendations for all sponsorship packages for the upcoming year
- Liaise with the President and Committee to ensure sponsorship packages reflect the current expectations of sponsors
- Create the sponsorship marketing information which can be provided to club participants so they can sell sponsorships their network of family and friends
- Ensure all existing sponsors are contacted three months prior to the season commencement
- Seek out new sponsors to supplement existing sponsors
- Coordinate all sponsorship for all areas of the club
- Meet the sponsorship budget target set as part of the annual financial planning process
- Review all sponsorship pledges to ensure all sponsorship fees have been received
- Ensure sponsors signage is in place and all other aspects of sponsorship packages are in place prior to the commencement of the season
- Provide a sponsorship report the Monthly General Meeting
- Ensure all sponsorship agreements are honoured
- Ensure that all sponsors are welcomed and included in all club activities
- Be the initial point of contact for any issues or complaints from sponsors concerning their sponsorship and entitlements
- Arrange a sponsors functions
- Ensure sponsors receive recognition and acknowledgement certificates (or something similar) for their sponsorship which they can display in their workplace
- Have the club website updated to reflect current sponsorship information
- Have social media posits created that promote and sell the club sponsorship
- Assist with the collection of sponsorship applications and fees
- Provide details of sponsorship applications to the Secretary for maintenance in club databases

## **Knowledge and Skills Required**

Ideally the Sponsorship Coordinator is someone who:

- Possesses strong written and verbal communication skills along with a strong, persuasive personality
- Has the ability to build a rapport with partners quickly
- Is professional, friendly, positive, energetic and determined in attempting to land sponsors
- Has a in-depth understanding of what your club has to offer sponsors
- Displays strong organisational skills
- Maintains a high level of attention to detail

## **Time Commitment Required**

The estimated time commitment required for a Sponsorship Coordinator is 15 hours per week.

The Sponsorship Coordinator is appointed for a 12 month period.