



Sponsorship Coordinator

The role of the sponsorship co-ordinator is to attract and retain club sponsors.

Responsible to: The President

DESIRED SKILLS

- High attention to detail
- Good organisational skills
- Ability to build rapport
- Good written and verbal communication skills
- Determined

KEY ROLES & RESPONSIBILITIES

- Adhere to the mission, vision, and values of the club
- Be the main point of contact for all sponsorship enquiries

Pre-season

- Review and/or create the Club's sponsorship package to promote and provide to potential sponsors.
- Provide the Committee with recommendations for all sponsorship categories and relevant fees
- Liaise with the Treasurer to set sponsorship budget and targets for the year.
- Update the Club website with current sponsorship material
- Promote the Club's sponsorship program to Club members and encourage them to canvass their family, friends and business network to become sponsors.
- Liaise with existing sponsors to encourage continued and ongoing involvement.
- Canvass local businesses and organisations for potential sponsors.
- Liaise with the Club Treasurer to issue invoices and receipts of payment.
- Maintain a contact database of all sponsors detailing sponsorship level and payments received.
- Ensure any sponsor logos are obtained for printing on club wear or other promotional material.

During the season

- Ensure that sponsors are recognised on the Club's website, social media sites and newsletters
- Ensure that all sponsorship fees have been received.
- Welcome and Invite sponsors to Club events.
- Ensure all sponsorship package entitlements are provided.
- Liaise with sponsors on any issues regarding their sponsorship arrangement.
- Organise the thank you certificates for display in their workplace.

Post season

- Thank sponsors for their support either personally or in writing.
- Acknowledge sponsors in post season activities and publications
- Seek feedback on their experience and how the Club can continue to add value next year.