

**SPONSORSHIP**

**CO-ORDINATOR**

**ROLE DESCRIPTION**

**Objectives**

* To maximise the number of sponsors supporting the Club and to maximise

revenue from the sponsorship base

* To manage the relationship between the Club and sponsors to ensure that

all sponsors are serviced to a high level and are retained long-term

* To provide support to the Club Committee members to ensure the efficient

management of Club sponsorship activities

**Responsibilities**

1. Develop a proposal, for approval by the Committee, for sponsorship

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packages to be offered by the Club to attract as broad a sponsorship as

possible

1. Update the Sponsorship Proposal as required
2. Co-ordinate all sponsorship for all areas of the club
3. Seek out new sponsors to supplement existing sponsors
4. Meet the sponsorship budget target set as part of the annual financial

planning process

1. Ensure all existing sponsors are contacted three months prior to the

season commencement

1. Provide sponsors with 2 written updates throughout the season on how the

club is going (first update in May & the second update in July)

1. Ensure sponsors signage is in place and all other aspects of sponsorship

packages are in place prior to the commencement of the season

1. Invite sponsors to Family Day (March) and Trophy Day/AGM (August)
2. Ensure all sponsorship agreements are honored

* Maintain strong relationships with all Club sponsors
* Supports any person responsible for providing services associated with

sponsorships

**Accountability**

* Reports to President
* Reports to the Club Committee
* Provide a verbal update at the monthly Committee meeting
* Seek approval from the appropriate Committee member prior to

committing the Club to any action or financial cost