



Role Description – **Sponsorship / Event Coordinator**

The Sponsorship / Event Coordinator is the chief organiser of sponsorship arrangements for all sections of the Club. They are also responsible for the organisation of major functions and events for the club.

The Sponsorship / Event Coordinator reports regularly to the Committee.

The estimated time commitment required is approximately 2-3 hours per week. This time commitment will vary during key times of the year.

This is a volunteer position.

Desirable Attributes:

The Sponsorship / Event Coordinator should:

- be organised and professional
- be able to delegate and support a working group
- be personable and can present the club and the virtues of being a sponsor
- be creative in looking at new ways to service and satisfy sponsors.

Specific duties include but are not limited to:

The Sponsorship / Event Coordinator should:

- Convene a group to assist with key tasks and timelines
- Review the current Sponsorship Package and be familiar with what the club promises to sponsors
- Prepare a budget, monitor it carefully and report on it regularly
- Seek to raise sponsorship funds for the club
- Keep a proper record of sponsor details
- Send out a letter / email to current sponsors regarding their commitment for the coming season
- Seek new club sponsors and meet with potentials to outline what services they would value most
- Organise that signage be produced and erected on signing
- Maintain a Memorandum of Understanding with each club sponsor
- Make sure sponsor representatives are met when attending functions or match day
- Liaise with the social committee regarding sponsor invitations and special function calendars
- Give a report at regular meetings and when required
- Organise various functions and events for the club
- Liaise with the committee to ensure social events support our sponsors and, where appropriate, raise money for the club
- Liaise with competition coordinators to ensure that sponsors get recognition
- Send out a thank you letter at the completion of the season and a sponsor survey to support planning for the following year.