



# SAMPLE ROLE DESCRIPTION – SPONSORSHIP COORDINATOR

The sponsorship coordinator is the chief organiser of sponsorship arrangements for all sections of the club. The sponsorship coordinator reports regularly to the committee.

**(If you want them to sit on the committee)** The sponsorship coordinator is elected by club members at the annual general meeting (AGM) and is appointed for one calendar year from the date of the AGM to the next AGM.

The estimated time commitment required is approximately \_\_\_\_ hours per week. This time commitment will vary during key times of the year. This is a volunteer position.

## Desirable Attributes:

The sponsorship 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:

- 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.
- seek to raise at least \_\_\_\_\_ a year in 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 them to outline what services they would value most.
- organise signage production and placement.
- 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.
- liaise with the club social convenor to ensure social events support 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.

