



## Sponsorship and Social Officer

### **Objective**

- 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 on a long term basis.
- To provide support to Committee members to ensure the efficient management of Club sponsorship activities.

### **Responsibilities**

- Develop a proposal, for ratification by the Committee, for sponsorship packages to be offered by the Club to attract as broad a sponsorship as possible.
- Co-ordinate all sponsorship for all areas of the club.
- Ensure all existing sponsors are contacted prior to the season commencement
- Seek out new sponsors to supplement existing sponsors.
- Ensure sponsors signage is in place and all other aspects of sponsorship packages are in place prior to the commencement of the season.
- Ensure all sponsorship agreements are honoured.
- Maintain contact with all sponsors throughout the season.
- Maintain strong relationships with all Club sponsors.

### **Relationships**

- Reports to the President & Committee.
- Liaises with Sponsors.
- Supports any person responsible for providing services associated with sponsorships.

### **Accountability**

- Sponsorship Coordinator is accountable to the President and the General Committee.
- Provide a report on portfolio operations to the monthly Committee meeting as required.
- Seek ratification from the appropriate Committee member prior to committing the Club to any financial expenditure or action.
- The Sponsorship Coordinator shall seek ratification from the General Committee of sponsorship packages offered by the Club.