



POSITION DESCRIPTION

Sponsorship Coordinator

Committee Role

General committee level position.

Commitment

A few hours across each season

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 on a long-term basis.
- To provide support to the executive and non-executive 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 base as possible.
- Organise a team to assist with sponsorship (sub-committee).
- Coordinate all sponsorship for all areas of the club.
- Formulate an annual sponsorship budget and setting targets as part of the annual financial planning process.
- Ensure all existing sponsors are contacted 3-5 months 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 start of the season.
- Ensure all sponsorship agreements are honoured.
- Maintain contact with all corporate sponsors throughout the season.
- Maintain strong relationships with all club sponsors.
- Assist other committee members in their duties as required.
- Undertake tasks at the request of the president, executive or general committee.

Relationships

- Reports to the executive of revenue streams.
- Liaises with sponsors.



Accountability

- The sponsorship coordinator is accountable to the executive of revenue streams and executive committee.
- Provide a report on its portfolio to the committee when requested.
- The sponsorship coordinator shall seek ratification from the committee of sponsorship packages offered by the club and shall thereafter have the authority to act within the limits of the packages without reference to the committee.
- Seek ratification from the appropriate committee member prior to committing the club to any financial expenditure or action.