



Position Description: Sponsorship Coordinator

The Sponsorship Coordinator is responsible for maximising the number of sponsors supporting the Club and to maximise revenue from the sponsorship base. Including 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.

Activates include:

1. Provide support to the Executive and Committee members to ensure the efficient management of Club sponsorship activities.
2. Obtain sponsorship and service sponsors to maintain continued support.
3. Telephone all previous year sponsors. Obtain their feed-back and seek support for the forthcoming season.
4. Seek new sponsors. Make initial contact, preferably in person and determine initial terms of the sponsorship agreement. Prepare sponsorship/partnership proposal in consultation with committee and submit to potential sponsor.
5. Ensure that all benefits offered to sponsors are provided and maintain contact with sponsor throughout the season. In consultation with the President, invite sponsors to special events.
6. Ensure all sponsorship commitments are collected.
7. Invite all team sponsors to relevant functions, e.g. trophy presentation nights.
8. Ensure their support is always mentioned.
9. Include information on sponsors on Club website, any correspondence and encourage all Club members to purchase sponsors goods or services.
10. At conclusion of season, forward letters of appreciation to all sponsors with a report of the season. i.e. highlighting the benefits the sponsor received.
11. Send Christmas cards to all sponsors.

The Sponsorship Coordinator is a member of the General Committee and reports to the Secretary and or President.