

TERMS OF REFERENCE - SPONSORSHIP COMMITTEE

BOM APPROVAL: 3 June, 2022

ROLE:

The role of the Sponsorship Committee is to attract and retain club sponsors for signage and Tournaments.

The key activities of the position are:

1. Creating sponsorship packages suitable for local businesses
2. Developing and maintaining a Sponsorship Register
3. Ensuring all sponsors are welcomed into the club and included in club activities

ELECTION/APPOINTMENT:

The Director Marketing & Sponsorship will be responsible for appointment of members to the Sponsorship Committee. The Director Marketing & Sponsorship will be the Chairperson of the Committee.

DUTIES:

- Review and if required develop sponsorship categories which seek to grow and expand the sponsorship base of the club;
- Provide the BOM with the recommendations for all sponsorship types and fees for the upcoming year through the Director;
- Work with the Director of Finance to set sponsorship sales targets which will be reflected in the club's budget;
- Create the sponsorship marketing information, which can be provided to club Members, so they can identify possible sponsors through their network of family and friends;
- Be the primary point of contact for all sponsorship enquires;
- Assist with the collection of sponsorship applications and fees;
- Ensure that all sponsors are welcomed and included in club activities;
- Be the initial point of contact for any issues or complaints from sponsor concerning their sponsorship and entitlements;
- Ensure sponsors receive recognition and acknowledgement certificates (or something similar) for their sponsorships which they can display in their workplace.

RESPONSIBILITIES:

- Have at least one formal Meeting per annum with Minutes to be recorded and a copy to be forwarded to the Director Marketing & Sponsorship
- Review all sponsorship pledges to ensure all sponsorship fees have been received;
- Ensure that all sponsorship inclusions (such as, merchandise, invitation to games and events) have been provided;

DELEGATIONS:

Chairperson to agree to Sponsorships on behalf of the Club.