



Position Description – Sponsorship Manager

Objective

To attract and retain club sponsors and manage the relationship between the club and sponsors to ensure that all sponsors are serviced to a high level whilst being able to maximise revenue from the sponsorship base.

Responsibilities

- Review and develop sponsorship categories which seek to grow and expand.
- Research sponsorship types and fees, then provide the committee with the recommendations.
- Meet the sponsorship budget target set as part of the annual financial planning process.
- Ensure the club website is updated to reflect current sponsorship information.
- Assist with the collection of sponsorship applications and fees.
- Be the primary point of contact for all sponsorship enquiries.
- Ensure all contract obligations are met
- Ensure all the sponsors are thanked personally by the club for their support throughout the season.
- Request feedback from key sponsors to review on how the club can continue to create value for the next season.
- Update the sponsorship database with all information relating to club sponsors (e.g. contact details, sponsorship inclusions etc.).

Relationships

- Works in collaboration with committee.

Accountability

- President

Average weekly hours for this role

1-3 hours per week or as requested.

*** Please note this is a non-committee role.