



## **ORANGE THUNDER TOUCH FOOTBALL**

### **Sponsorship and Fundraising Coordinator**

**Responsibility:** The role of the sponsorship and fundraising coordinator's is to attract and retain club sponsors through creating sponsorship packages suitable for their community or local businesses. In doing so, engaging and encouraging the current club participants to introduce sponsors to the club from their network of friends and family. As well as consider and coordinate other avenues for fundraising when necessary programs provided by the Club require financial assistance.

#### **Duties:**

##### *Prior to the Season:*

Review and if required develop sponsorship/fundraising opportunities which seek to grow and expand the sponsorship base of the club

Provide the committee with the recommendations for all sponsorship/fundraising opportunities and fees for the upcoming year

Work with the Club Treasurer to accurately set sponsorship/fundraising sales targets which will be reflected in the club's budget

Liaise with the President and Committee to ensure sponsorship fees reflect the current expectations of sponsors

Create the sponsorship marketing information which can be provided to club participants, so they can sell sponsorships to their network of family and friends

Request to have the club website updated to reflect current sponsorship information

Have social media posts created that promote and sell the club sponsorship and fundraising opportunities

Be the primary point of contact for all sponsorship/fundraising enquires

Assist with the collection of sponsorship applications and fees

Coordinate fundraising activities and oversee collection of funds

Provide details of sponsorship applications to the secretary for maintenance in club databases

### *During the Season:*

Review sponsorship sales and fundraising activities with the Treasurer to ensure the financial targets for sponsorship sales have been achieved and if not formulate corrective strategies

Review all sponsorship pledges to ensure all sponsorship fees have been received

Ensure that all sponsorship inclusions have been provided

Ensure that all sponsors are welcomed and included in all 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

### *Post Season:*

Ensure that all sponsors are personally thanked by the club for their support throughout the year

Seek feedback from key sponsors on how the club can continue to create value for them for next year and beyond

### **End Of Year Handover:**

*Updating Key Documents :*At the end of each year a key activity of the Sponsorship and Fundraising Coordinator's is to review and revise their position description to ensure it continues to reflect the requirements of the role. They must also ensure that the sponsorship database is updated with all information relating to club sponsors including contact details and previous sponsorship inclusions

The updated Position Description and sponsorship database must be provided to the Club Secretary prior to the Annual General Meeting each year.

*Induction of the Incoming Sponsorship and Fundraising Coordinator:* An important responsibility of outgoing Sponsorship and Fundraising Coordinator is to train, mentor and support the incoming Sponsorship and Fundraising Coordinator, ideally this would include introducing the incoming Sponsorship and Fundraising Coordinator to the club's key major sponsors and formally handing over these important relationships to the incoming Sponsorship and Fundraising Coordinator.

**Term of Appointment:** One year term

**Honorarium:** per annum

**Resource:** <https://nswtouch.com.au/sponsorship/>