



## **TERMS OF REFERENCE**

### **SPONSORSHIP OFFICER**

#### **MAIN PURPOSE OF ROLE:**

- To be directly responsible for sponsorship and fund raising opportunities for the club, its activities and events

#### **ACTUAL DUTIES INVOLVED**

- To investigate sponsorship opportunities from the commercial business sector
- To investigate methods of accessing funding through partner agencies e.g. Sport Canada, Federal Lottery, Arts & Sports Funds/Foundations, Local Federal Authorities and Local Voluntary Organizations (local Sports Advisory Councils/Boards)
- To liaise with the treasurer on financial planning for the club to ensure adequate funds are generated
- Formulate sponsorship proposals and ensure sponsorship requirements are met.
- To be responsible for entertaining sponsors and dignitaries at club tournaments and events
- To organize and co-ordinate a program of fundraising schemes and activities e.g., social evenings (quiz nights, discos, races nights), sponsored marathons (24 hours touch-rugby-a-thon), raffles etc.
- To produce follow up literature to sponsors in the form of thank you letters, press coverage in order to encourage on going relationships
- Where necessary co-ordinate sub-committee, and volunteers to help seek sponsorship through personal contact

#### **LIAISON WITH:**

- All committee members and sub-committees in particular tournament Officer, Treasurer and Press Officer
- Club members
- Local companies and businesses

**THE POST HOLDER WILL BE RESPONSIBLE TO:** The Main Committee/Board

#### **MEETINGS TO ATTEND**

- Main Committee Meetings
- Annual General Meeting if appropriate
- Sub Committees by request

**ESTIMATED TIME COMMITMENT:** On average 2 hours a week throughout the year

**TERM OF ROLE:** The Sponsorship Officer will be appointed for one year at a time, with the hope that the post holder will retain the role for a maximum of 3 years.

#### **BENEFITS**

- *Reasonable travel expenses to agreed appearance events at XXX per kilometer*
- *Other associated expenses will be paid for by the club as directed by the Treasurer*
- *Increase in profile within the rugby fraternity and local & national media*
- *Other benefits as set out by the club*