# Bayswater Lacrosse Club



### Role Description

| **Job Title** | **Director of Sponsorship** | | |
| --- | --- | --- | --- |
| **Accountability** | Club Committee & Executive | | **2-3 hours per week** |
| General Description - Objectives | | | |
| * To promote and encourage sponsorship for the entire club at all levels | | | |
| Responsibilities | | | |
| * Generate sponsor packages with various options and submit to committee for approval. * Actively seek out sponsors for the club, generate a minimum of two new sponsors a year. * Contact previous years sponsors by late February to secure continued sponsorship for the year. * Organise distribution of sponsors advertising and/or social media advertising as agreed with relevant sponsor. * Liaise with director of publicity to ensure all social media platforms have been updated with the current year sponsors. Ensure sponsors are advertised through social media if this is part of their package including monthly newsletter and end of season PowerPoint presentations. * Maintain sponsorship board within the club as well as ensuring the sponsors business cards are easily available. * Ensure sponsors are contacted on a monthly basis (during the season) regarding the ongoing progress of the club and upcoming events. * Introduce major sponsors to players and club directors where appropriate. * Organise letters to Bunning’s Morley for two sausage sizzles per year, use up to date letter head with all Life members for all correspondence. * Liaise with organisations to secure small donations to be used for fundraising events such as Bingo nights etc. * Prepare monthly reports for presentation at Management Committee meetings. * Prepare annual report for AGM by second Wednesday in October and email to Club Manager. * Assist officers and sub-committees in their duties. * Assist with other matters that may arise from time to time. | | | |
| Qualifications - Accreditations | | | |
| **Essential** | | **Desirable**  **Business Background** | |
| Reporting | | | |
| * Provide a report on any aspect of the portfolio operations to the monthly Committee meeting. | | | |
| Relationships | | | |
| * Reports to the Club Committee. * Liaises with the Executive. * Liaises with key stakeholders. | | | |