

BLIGH PARK FOOTBALL CLUB



Position Description: Sponsorship Officer

Overview

The Sponsorship Officer is responsible for:

- Attracting, servicing and retaining Club sponsors.
- Promoting the Club to suitable businesses with a view to expanding the Club's sponsorship and external fundraising activities.
- Being the primary point of contact for all sponsorship enquiries.

Responsibilities

Prior to the season

1. Review and, if required, develop sponsorship categories and fees which seek to grow and expand the sponsorship base of the Club.
2. Work with the Treasurer to accurately set sponsorship sales targets which will be reflected in the Club's budget.
3. Provide the Committee with recommendations for all sponsorship categories and fees for the upcoming year.
4. Create sponsorship marketing information which can be provided to Club members so they can assist to sell sponsorships to their network of family and friends.
5. In conjunction with the Communications and Social Media Coordinator, update the Club website to reflect current sponsorship information and post via social media.
6. Provide details of sponsorship applications to the Secretary for maintenance in Club databases.
7. Develop and provide a form to all Team Managers informing of team sponsorship options for upcoming season.

During the season

1. Review sponsorship sales with the Treasurer to ensure the financial targets for sponsorship sales have been achieved and if not formulate corrective strategies.
2. Work with Team Managers to contact sponsors for each individual team, obtain logos and authority for logo use from sponsors.
3. Review all invoices to ensure all sponsorship fees have been received. If this has not been achieved, assist with the collection of sponsorship fees.
4. Liaise with Team Managers and Merchandise Supplier to have orders placed for sponsor jerseys.
5. Once received, work with Equipment and Uniform Officer to distribute sponsor jerseys to each appropriate team.
6. Ensure that all sponsorship inclusions (such as apparel, merchandise, social media advertising) have been provided.
7. Ensure that all sponsors are welcomed and included in all Club activities.

8. Be the initial point of contact for any issues or complaints from sponsor concerning their sponsorship and entitlements.
9. Consider providing sponsors with recognition and acknowledgement certificates (or something similar) for their sponsorships which they can display in their workplace.

Post season

1. Ensure that all sponsors are personally thanked by the Club for their support throughout the year and provide a summary of benefits (including tangible results) received through the season.
2. Seek feedback from key sponsors on how the Club can continue to create value for them for next year and beyond.

End of year hand over

Updating key documents

At the end of each year a key activity of the Sponsorship Officer will be to review and revise their position description to ensure it continues to reflect the requirements of the role.

The Sponsorship Officer should compile a database with all information relating to Club sponsors including contact details and previous sponsorship inclusions and provide this list to the Committee.

Ideally the Sponsorship Officer should review the Club's sponsorship plans for the following season and make recommendations to the Committee for any changes they suggest for next season.

The updated Position Description and supporting information must be provided to the Secretary prior to the Annual General Meeting each year.

Induction of the incoming Sponsorship Officer

An important responsibility of the outgoing Sponsorship Officer is to train, mentor and support the incoming Sponsorship Officer.

Essential Skills and requirements

- Hold or willing to apply for a current volunteer Working With Children Check.
- Possess strong written and verbal communication skills along with a strong, persuasive personality.
- Professional, friendly, organised, energetic and determined.
- Servicing existing sponsors and developing other revenue streams.
- Ability to build a rapport with partners quickly.
- In-depth understanding of what your Club has to offer sponsors.
- High level of attention to detail.
- Strong organisational skills.

The estimated time commitment required as the Sponsorship Officer is **1-2 hours** per week, however, this may increase at the beginning and end of season as sponsors are locked in for the season and upcoming season.

Please ensure that when completing your role, you only undertake tasks outlined in your position description to avoid any confusion or doubling up in workload. If you have idle time, please feel free to offer your support and assistance to other committee members as required.

Updated: July 2023