



## **Sponsorship Coordinator**

The role of the Sponsorship Coordinator is the chief organiser of sponsorship arrangements for the racing club. Their objective is to maximise the number of sponsors and subsequent revenue and to manage the relationship between the Club and sponsors to ensure a viable and rewarding long-term relationship is maintained.

### **The Sponsorship Coordinator should:**

- Be personable and able to present the club and the virtues of being a sponsor
- Be able to proactively and professionally converse with a broad spectrum of the community
- Be organised and professional
- Be able to delegate and support a working group
- Be creative and able to develop new ways to service and satisfy sponsors.

### **Specific responsibilities normally include but are not limited to:**

- Develop proposals, for ratification by the Committee, for sponsorship packages to be offered by the Club
- Co-ordinate all sponsorship for all areas of the club
- Meet the sponsorship budget target set as part of the annual financial planning process
- Seek out and formulate relationships with new sponsors to supplement existing sponsors
- Ensure sponsors signage is in place and all other aspects of sponsorship packages are in place prior to the commencement of the season
- Ensure all sponsorship agreements are honoured
- Maintain contact with all corporate sponsors throughout the season
- Maintain strong relationships with all Club sponsors
- Regularly report to the Committee on the progress of sponsorship campaigns and to convey the status and tone of existing sponsorship relationships.