

Sponsorship & Fundraising

Description of Role & Responsibilities

Last Updated: October 24, 2023

Voting Position

This individual will serve as the primary contact and leader responsible for managing Sponsorship and Fundraising efforts for the Club, with the aim of providing essential support for its programs, facilities, and players.

The Sponsorship Director will collaborate closely with other members of the Executive Committee to formulate and garner backing for the Sponsorship Strategy.

Fundraising and Sponsorships can encompass a wide range of methods and contribute to various facets of the club's operations, including:

- Supporting community-oriented programs, facilities, and grounds.
- Alleviating the financial strain associated with running youth programs.
- Assisting specific teams by offsetting expenses linked to competition and travel.

At the time of this communication, some specific programs that are currently in place or under consideration include:

- Promotion through fence advertisements.
- Organize / Execute the online 50/50 raffles.
- Working with the Charity Bingo Coordinator
- Engaging with Timbits for our Grassroots Program
- Creating a Committee to organize an annual Club Banquet.
- Exploring new options for uniform sponsorships

Develop an approach and strategy for sponsorship engagement and appreciation (through social media, recognition etc)

Additionally, this role involves serving as a liaison and partner in the development of club merchandise.