



BRISTOL & DISTRICT RUGBY FOOTBALL COMBINATION

SPONSORSHIP LEAD – ROLE DESCRIPTION

Purpose:

The Sponsorship Lead is responsible for driving all sponsorship activities at the Bristol & District Rugby Football Combination, from identifying all the sponsorship assets, crafting proposals, approaching potential partners, and managing existing sponsor relationships

Key aspects of the role:

- **Oversee sponsorship activities**
Create, deliver and manage sponsorship packages that provide value for both the Bristol & District Rugby Football Combination and sponsors
- **Manage relationships**
Develop relationships with local/regional/national businesses and organisations to secure sponsorship opportunities
- **Build new business opportunities**
Source and approach new potential sponsors; build business cases for possible partners, illustrating the potential returns on investment
- **Work with the Combination's Management Committee to align sponsorship with wider marketing activities**

Experience, knowledge, skills and competencies required:

- Demonstrated ability to provide marketing, sales, and relationship management
- Knowledge of the Bristol & District Rugby Football Combination structure and roles
- Familiar with good business practices and procedures
- Understanding of and commitment to equal opportunities/managing diversity
- Excellent interpersonal, verbal and written skills
- Confident and diplomatic communicator