



## Marion FC – Sponsorship Coordinator

The role of the Sponsorship Coordinator is to attract and retain club sponsors. The position has four key activities:

1. Creating sponsorship packages suitable for Marion Football Clubs community of local businesses
2. Engaging and encouraging the current club participants to introduce sponsors to the club from their network of friends and friends
3. Ensuring all sponsors are welcomed into the club and included in club activities
4. Ensuring all previous club sponsors are invited back to the club as sponsors for the upcoming year

### Responsibilities

Prior to the season

- Review and if required develop sponsorship categories which seek to grow and expand the sponsorship base of the club
- Provide the committee with the recommendations for all sponsorship types and fees for the upcoming year
- Work with the Club Treasurer to accurately set sponsorship sales targets which will be reflected in the club's budget
- Liaise with the President and Committee to ensure sponsorship fees reflect the current expectations of sponsors
- Create the sponsorship marketing information which can be provided to club participants so they can sell sponsorships to their network of family and friends
- Have the club website updated to reflect current sponsorship information.
- Promote sponsorship directly from the club website
- Speak to Social Media Coordinator to make sure social media sites promote and sell the club sponsorship
- Be the primary point of contact for all sponsorship enquires
- Assist with the collection of sponsorship applications and fees
- Provide details of sponsorship applications to the secretary for maintenance in club databases

During the season

- Review sponsorship sales with the Treasurer to ensure the financial targets for sponsorship sales have been achieved and if not formulate corrective strategies.
- Review all sponsorship pledges to ensure all sponsorship fees have been received

- Ensure that all sponsorship inclusions (such as apparel, merchandise, tickets to games and events) have been provided
- Ensure that all sponsors are welcomed and included in all club activities
- Be the initial point of contact for any issues or complaints from sponsor concerning their sponsorship and entitlements.
- Ensure sponsors receive recognition and acknowledgement certificates (or something similar) for their sponsorships which they can display in their workplace.

#### Post season

- Ensure that all sponsors are personally thanked by the club for their support throughout the year
- Seek feedback from key sponsors on how the club can continue to create value for them for next year and beyond.

### Essential Skills

- Possess strong written and verbal communication skills along with a strong, persuasive personality
- Need to be professional, friendly, organised, energetic and determined in attempting to land sponsors
- 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

### End of year hand over

#### Updating key documents

At the end of each year a key activity of the Sponsorship Coordinator will review and revise their position description to ensure it continues to reflect the requirements of the role. They must also ensure that the sponsorship database is updated with all information relating to club sponsors including contact details and previous sponsorship inclusions.

The updated Position Description and sponsorship database must be provided to the Club Secretary prior to the Annual General Meeting each year.

#### Induction of the incoming Sponsorship Manager

An important responsibility of outgoing Sponsorship Coordinator is to train, mentor and support the incoming Sponsorship Coordinator. Ideally this would include introducing the incoming sponsorship coordinator to the club's key major sponsors and formally handing over these important relationships to the incoming Sponsorship Coordinator.