

## **Volunteer Position: Sponsor Champion** **Committee: Sponsorship Committee**

### **Committee Mission:**

The Sponsorship Committee is responsible for maintaining the chapter's financial health by communicating the benefits of sponsorship with the goal of obtaining program and annual sponsors. The Committee generates revenue for the chapter by soliciting sponsorships from new prospects and existing sponsor companies. Solicitations happen throughout the year and culminate in an annual campaign held in the summer/fall.

### **Volunteer Contribution:**

The Sponsor Champion will work with the Committee Chair and other volunteers to develop, implement, and manage communication campaigns which are used to promote and sell event/program sponsorship packages. The Sponsor Champion will be responsible for sponsor outreach and relationship management. They will work with the Chair to help develop new ways to promote sponsorship and drive revenue for the chapter. The Sponsor Champion will also help to build and maintain a prospect database, which will be used for business development purposes.

### **Estimated Time Commitment:**

Per week, a volunteer would be asked to spend about one hour on committee work.

### **Responsibilities:**

- Contact previous and new annual sponsors about program year sponsorships
- Promote door prize/virtual sponsorships
- Outreach to potential sponsors regarding customized packages
- Coordinate in-kind sponsors
- Coordinate collaborating sponsors
- Assist in finding new and different ways to package and promote sponsorships to drive new revenue for the chapter

### **Professional Development:**

- Business Development
- Networking and Industry Outreach
- Understanding of the Role Sponsorships Play in a Marketing Strategy

### **Requirements:**

- Attendance at committee meetings with no more than three absences
- Strong written and verbal communication skills
- Strong interpersonal and listening skills

**For more information please contact: Roger Marquis and Carley Oliveto, SMPS CT Sponsorship Co-Chairs at [sponsorship@smpsct.org](mailto:sponsorship@smpsct.org).**

**About SMPS Connecticut:** *The Connecticut Chapter of SMPS was created in 1982 as the Southern New England Chapter. In 2004, we realigned our focus and were renamed to align more closely with our core geographic membership in Connecticut. SMPS CT's membership includes over 100 professional marketers from all over the state and at all levels and stages of their careers. We join SMPS National in extending our mission to ADVOCATE for, EDUCATE, and CONNECT leaders in the building industry. SMPS CT's vision is for premier professional service firms to recognize SMPS as their most trusted resource for building business and achieving success.*