

Volunteer Position: Sponsor Chair / Co-Chair **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 Sponsorship Chair is responsible for developing and promoting a sponsorship program for the SMPS CT chapter. The Chair will develop, implement, and manage communication campaigns which are used to promote and sell event/program sponsorship packages to support the chapter's strategic direction and its' membership. The Chair will also work with the Communications Committee on any marketing materials as well as act as communication liaison with the SMPS CT Board of Directors.

Estimated Time Commitment:

8 hours per month.

Responsibilities:

- Manage the day-to-day affairs and responsibilities of the committee and the activities of the committee volunteers.
- Develop sponsorship packages in accordance with chapter programs and activities.
- Find new and different ways to package and promote sponsorships to drive new revenue for the chapter.
- With the assistance of other committees, develop and promote sponsorship campaigns and communications to prospective and existing sponsors.
- Track sponsors and keep updated records of contact information.
- Forward sponsorship purchase receipts to Treasurer.
- Coordinate with the communications committee to update print and digital collateral with new sponsor information/logo.
- Coordinate and manage monthly committee conference calls (3rd Tuesday of the month at 1:00pm)
- Attend monthly Board Meeting and submit monthly committee reports to the Board of Directors
- Prepare annual committee budget

Professional Development:

- Leadership
- Business Development
- Networking and Building your Industry Network
- Strategic Planning
- Understanding the role sponsorship plays in a marketing strategy

Requirements:

- Attend all monthly board meetings and committee meetings
- Strong leadership and delegation skills
- Strong written and verbal communication skills
- Skilled at coaching others and effectively motivating those you lead

For more information please contact: Roger Marquis and Carley Oliveto, SMPS CT Sponsorship Co-Chairs at 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.*