

## **Volunteer Position: Sponsorship Coordinator** **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 Coordinator 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 Sponsorship Coordinator will maintain the sponsorship catalog and update StarChapter to ensure that inventory is up to date and that opportunities are available for purchase. They will also coordinate the latest sponsors information with the Communications Committee and develop graphics as needed.

### **Estimated Time Commitment:**

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

### **Responsibilities:**

- Create new sponsorship catalog in StarChapter for each program year
- Update sponsorship materials (levels, cost and associated benefits, and online purchasing instructions), catalog and webpage as needed
- Maintain up-to-date sponsorship inventory
- Add educational workshop and program door-prize opportunities to program registration - including number of available sponsorships and sponsor logos as sponsors are added.
- Coordinate new sponsor information and update on website
- Create new sponsor graphics at the start of each program year
- Coordinate with Communication Committees when new sponsors are added to ensure sponsor benefits are met

### **Professional Development:**

- Database Maintenance
- Graphic Design
- Business Development
- Understanding of the Role Sponsorships Play in a Marketing Strategy

### **Requirements:**

- Attend committee meetings with no more than three absences
- Strong written and verbal communication skills

- Ability to learn quickly as it pertains to communication platforms, databases and back-end website dashboards

**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.*