

Director of Sponsorship

Roles:

- To lead a team of volunteers in creating and implementing revenue generating sponsorship & advertising opportunities for the Chapter to achieve established financial goals.
- To lead a team of volunteers in managing the raffle program to further achieve establish financial goals for the Chapter.

Skills and Experience Required:

- Willing to give the time, energy, talents and enthusiasm required of the position
- Good organizational skills

Reports to: VP of Finance

Specific Responsibilities:

- Oversight of the following budget lines: Advertising, Sponsorship (Cash).
- Oversees the following Committees: Venue Sponsors and Service Sponsors.
 - Cash Sponsorship and Advertising Sales – Proactively solicit suppliers who wish to pay for exposure to the chapter members through advertising and cash sponsorship.
 - Sponsor Benefits – Once a contract is executed, both in-kind and cash, it is turned over to this committee for an assigned “Account Manager” who provides updates to the supplier and manages the redemption of their benefits. Maintains centralized tracking of compliance for trade terms and fulfillment of sponsorship benefits.
 - Director should serve on the sponsorship committees for Cascadia and the Hive.
 - Raffle - Coordinate a team of volunteers to procure raffle item donations for educational programs & strictly social events, to further achieve revenue goals for the chapter. Actively sell tickets at educational programs & strictly socials and draw winners at the end of events.
- Assist with the development and marketing of an all-encompassing RFP request to the membership.
- Assist with the development of a Sponsorship packet that reflects value to our sponsors.
- Collaborate on the Chapter’s strategic partnership efforts, in conjunction with the VP of Finance, Director of Procurement, and Chapter Management in collaboration with Committee Chairs.

- Identify and cultivate relationships with suppliers, helping the chapter achieve our financial goals through in-kind or cash opportunities, referring to Director of Procurement when it's a better fit.
- As needed, work with Director of Procurement to develop custom packages that might include crossover between cash, in-kind opportunities for not only our chapter events, but also Cascadia and Summit.
- Create objectives to support the chapter's Strategic Business Plan.
- Educate committee chairs with processes, procedures and tools to achieve committee objectives.
- Keep current with industry standards and new ideas for sponsor benefits that would make hosting events with our chapter more attractive.