



Bacchus Marsh Little Athletics Centre

Position Description

Position Title:	FUNDRAISING AND SPONSORSHIP COORDINATOR
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The responsibility of this role is to obtain sponsorship for the Centre to minimise the need to increase membership fees and increase more programs to members.

The Centre through their Sponsorship Coordinator must be aware of the State Sponsors and not enter into any agreements where there is a conflict of interest.

The responsibility of the Sponsorship Coordinator is to ensure the focus of sponsorship's is in support of the core values of Little Athletics.

The Sponsorship Coordinator should encourage their Centre to actively promote both local and state sponsors and programs to reinforce the partnerships and enhance opportunities for existing and new sponsorship's.

Desirable Attributes:

The Sponsorship Coordinator should:

- be organised and professional
- be able to delegate and support a working group
- be personable and can present the Centre and the virtues of being a sponsor
- be creative in looking at new ways to service and satisfy sponsors.

Specific duties include but are not limited to:

The Sponsorship Coordinator should:

- Convene a group to assist with key tasks and timelines
- Review the current Sponsorship Package and be familiar with what the Centre promises to sponsors
- Prepare a budget, monitor it carefully and report on it regularly
- Seek to raise at least a year in sponsorship funds for the Centre
- Keep a proper record of sponsor details
- Send out a letter / email to current sponsors regarding their commitment for the coming season
- Seek new Centre sponsors and meet with potentials to outline what services they would value most
- Organise that signage be produced and erected on signing
- Maintain a Memorandum of Understanding with each Centre sponsor
- Make sure sponsor representatives are met when attending functions or match day
- Liaise with the social committee regarding sponsor invitations and special function calendars
- Give a report at regular meetings and when required
- Liaise with the Centre Fundraising Coordinator to ensure social events support our sponsors and, where appropriate, raise money for the Centre
- Liaise with competition coordinators to ensure that sponsors get recognition

- Send out a thank you letter at the completion of the season and a sponsor survey to support planning for the following year.