

## Marketing/Sponsorship Committee Chair

### Purpose (General nature of position)

The Marketing/Sponsorship Committee Chair identifies and guides the development and implementation of the Society's marketing and fundraising plan and ensures it is aligned with the Society's strategic plan and mission statement. This plan should also include marketing of the Games and securing new funding sources through corporate donations or fundraising.

### Duties and Responsibilities

- Develop strategies for the marketing of the 55+ BC Games and securing of new sponsors
- Maintain contact with and ensuring the renewal of present sponsors
- Liaise with the Executive Director **or Designate/President** to ensure the BCSGS marketing plan is implemented at the Games
- Work with the Executive Director **or Designate/President** to direct writing of proposals and other fundraising activities
- Work with the Zone Directors and Boards to coordinate the Society's marketing and fundraising plan
- Order/arrange for recognition gifts for sponsors
- Other duties as required by the President
- The Marketing/Sponsorship Committee Chair is a member of the executive committee and chairs the marketing/sponsorship committee.

### Qualifications

- Well versed and committed to accomplishing the goals of the position
- Previous sales, marketing or fundraising experience is highly recommended

### Working Conditions and Time Commitment

- Members of the Executive Committee will be required to attend **all** Executive Committee Meetings per year (most done by conference call); **all** board meetings, the Society's Annual General meeting, and appropriate committee meetings. Executive Committee members are also expected to attend the annual 55+ BC Games.
- Coordinate and attend Marketing/Sponsorship Committee meetings as required
- Work closely with the Communications Committee Chair to ensure the Marketing/Sponsorship Committee's objectives are met and appropriate recognition of sponsors and branding are adopted.
- Work with external contacts to promote the Society
- Works internally with the Executive Director **or Designate/President**, Event Managers and staff
- Elected for two-year term on odd years at the Society's AGM.

### Chain of Command

- The Marketing/Sponsorship Committee Chair will report to the President.

*Created November 2017*

*Updated December 2018*

*Updated March 2022*



# TERMS OF REFERENCE

## COMMITTEE – **MARKETING/SPONSORSHIP**

COMMITTEE NAME	MARKETING SPONSORSHIP COMMITTEE
<b>MANDATE</b>	The mandate of the Marketing/Sponsorship Committee is to develop and implement a fund development strategy, a corporate sponsorship program and oversee and coordinate a provincial marketing plan.
<b>FUNCTION</b>	Decision making committee – <a href="#">Robert's Rules</a>
<b>TYPE</b>	Standing Committee
<b>MEMBERS</b>	<ul style="list-style-type: none"> <li>• Chair is elected by voting delegates at AGM in odd years for two year term</li> <li>• Members are appointed annually in November by the President</li> <li>• Members must be currently serving Zone Directors</li> <li>• Minimum of 2 members to a maximum of 4 members, excluding the Chair</li> <li>• Chair – Communications Committee is a mandatory member</li> <li>• President, by virtue of the office, is an ex-officio member</li> </ul>
<b>QUALIFICATIONS</b>	For qualifications, knowledge, skills and abilities required for members of this committee, refer to the following position descriptions: <ul style="list-style-type: none"> <li>• Chair – Marketing/Sponsorship Committee</li> <li>• Marketing/Sponsorship Committee Member</li> </ul>
<b>MEETINGS</b>	<ul style="list-style-type: none"> <li>• Schedule set by Chair</li> <li>• Held via teleconference, video conference or telephone</li> <li>• Agenda and pre-meeting documents distributed in advance</li> <li>• Minutes recorded and distributed within a week</li> <li>• Staff and guests may be present but do not have voting rights</li> </ul>
<b>DELIVERABLES</b>	<ul style="list-style-type: none"> <li>• Annual marketing plan</li> <li>• Fund development strategy</li> <li>• Corporate sponsor opportunity information package</li> <li>• Recognition entitlements summary</li> <li>• Graphic Standards manual</li> <li>• Information toolkit for zones, partners and sponsors</li> <li>• Host community legacy banners</li> <li>• Media advertisements</li> <li>• Sponsor communications &amp; signage</li> <li>• Template contract for corporate sponsor contracts</li> <li>• Annual report to the Board of Directors</li> </ul>
<b>STAFF SUPPORT</b>	<ul style="list-style-type: none"> <li>• Distribute agendas and record accurate minutes</li> <li>• Provide administrative assistance in setting up and conducting meetings</li> <li>• Maintain current committee member contact list</li> <li>• Maintain availability of all committee documents and distribute when required</li> <li>• Update document/deliverables as per committee and board decisions</li> <li>• Liaise with the Chair and notify members of outstanding action items and committee responsibilities</li> </ul>

**APPROVED:**

March 2021 – President & Chair

**REVIEWED:**

March 2021 – Executive Committee