



Sponsorship Chair

Role Description

This Sponsorship Chair is a very important member of our team. They will take the lead on soliciting corporate and individual sponsors to raise more funds for the Center and build goodwill in the community. The ideal candidate for this position will be friendly and outgoing and will demonstrate a willingness to “grovel with the best of them.” Sales experience can be helpful, but most importantly, members of this committee must have the unique ability to not give up after four people say ‘no’ because they recognize that the next person they talk to may solve all of their problems!

Many of our event sponsors have done business with the board or staff (e.g., bank, insurance, physicians, and major vendors). Many sponsors are family-owned or community-minded small businesses. Most of these business sponsors are interested in supporting our mission to end sexual violence.

Responsibilities include:

- Solicit companies and individuals for sponsorship, and follow up to ensure commitment of sponsorships for the Holiday Auction.
- Work with Center staff to assign sponsor benefits and values.
- Create a strategy, in partnership with the committee, to reach the sponsorship goal.
- Recruit volunteers for Sponsorship Sub-Committee, and touch base with them regularly. (NOTE: All committee members will be responsible for some sponsor solicitation.)
- Develop and maintain a comprehensive list of potential sponsorship opportunities. Ensure accurate tracking of contacts and commitments.
- Encourage and support committee members and Board members in sponsor solicitations.
- Facilitate follow-up communication to secure funds and needed information.
- Work with Center staff to ensure appropriate information is collected and sponsors are recognized according to their giving level.
- Work with Center staff to thank sponsors after the event.