



Standard Operating Procedures – Roles & Responsibilities
Director of Sponsorship, Rocky Mountain PCMA

Role: PCMA Rocky Mountain (RMPCMA) Sponsorship Director

Term length: 1 year, January 1 - December 31

Description summary: The Sponsorship Director identifies potential sponsors, develops proposals, and maintains robust relationships with existing sponsors. They are responsible for negotiating and securing sponsorship agreements that align with the organization's objectives, coordinating with marketing and events teams to integrate sponsors effectively. By monitoring the performance of sponsorship activities and providing regular reports, they ensure that sponsors see the value of their investment. Managing sponsorship budgets, the Sponsorship Director allocates resources efficiently to maximize benefits.

Responsibilities

- Serve as voting member of the Board of Directors
- Attend monthly board meetings, retreats, chapter events and committee meetings
- Identify potential sponsors
- Develop and maintain relationships with sponsors
- Create and present sponsorship proposals/prospectus
- Manage sponsorship agreements
- Communicate with other commitments the sponsorship deliverables
- Ensure sponsor benefits are delivered
- Report on sponsorship performance
- Act as coach, advisor and counselor to committee
- Submit agenda items for Board of Directors meetings in advance of meetings
- Communicate sponsorships secured to Communication Committee, Programs Committee and Chapter Administrator for distribution to membership and benefit fulfillment
- Manage website content and social media needs for Sponsorship
- Process sponsor agreements to ensure payment requests are sent and received
- Research current sponsorship trends pertinent to the meetings industry and report to Board
- Develop Action Plans and Committee task list
- Ensure the fiscal responsibility of the committee
- Support and defend policies and programs adopted by the Board of Directors
- Identify, recruit and train Committee Chair and Vice Chair
- Nominate outstanding members for recognition
- Perform other duties that may be delegated by the President and/or Board of Directors

Estimated Time Commitment of Director:

Average weekly hours: 5-8 hours per week (varies based on volume)

- Regular attendance at Board Meetings (1 hour conference call)

- Lead Committee Calls (1 hour conference call)
- Leading Sponsorship scope of responsibilities (at least 3 hours)

Role of committee members:

- Review and familiarize with prospectus
- Generate relationships and solicit sponsorships for the chapter
- Contact potential sponsors and share prospectus and RFPs for events
- Review fulfillment and ensure sponsorships are fulfilled
- Work closely with all committees to ensure sponsorship needs are being met
- Connect Sponsors with prospects to generate great networking, value, and fun

Time request of committee members – 8 hours per month:

- One (1) committee meeting per week lasting approximately one-hour
- + 3 hours per month with sponsorship duties

Communication methods:

- Zoom or teams meetings
- Email and call communication can be done from your preferred email address and phone number

2024 Goals of the committee:

- Generate \$30,000 in sponsorship revenue, and create a process for sponsors to commit annually.
- Grow sponsorship committee to at least 4 people
- Secure 5 new (1st time) sponsorships
- Finalize 2025 prospectus by October 2024

Sponsorship master list:

Resources:

- Fulfillment & Master list of Sponsors –
https://docs.google.com/spreadsheets/d/1XTNpWI2v9mD3_9LqTse0wrOpQPy3J8RpAttTinS1i4g/edit?usp=drive_link
- W9 - https://drive.google.com/file/d/1KbJMo01-xp7CSOPiw6n67cothBLvei9R/view?usp=share_link
- 501C 6 Certificate -
https://drive.google.com/file/d/17BEhhQF24nx7VjNTcOi3l0hL9R08XWc0/view?usp=drive_link
- Non Profit Certificate -
https://drive.google.com/file/d/1joPi0HB0Eq8YZG5QsaBrxE5P3EZj75bw/view?usp=drive_link
- Sponsorship Turnover considerations:
https://docs.google.com/spreadsheets/d/1f9p_ltiokrO0ek04RRljfd74jNwjBSm3/edit?usp=drive_link&ouid=108416101068614213869&rtpof=true&sd=true
- Event venue RFP -
https://docs.google.com/document/d/1BMLC8YM32SMkOluZmPxynSXS510Rlj8/edit?usp=drive_link&ouid=108416101068614213869&rtpof=true&sd=true

- Details on marketing specs - https://docs.google.com/spreadsheets/d/18zLWhgkOFo5oGTTfkfo-z98uV7Wm9T3f/edit?usp=drive_link&oid=108416101068614213869&rtpof=true&sd=true

Strategy for incoming Sponsorship Director:

Orientation and Document review:

- Meet with current Sponsorship Director and Team
- Review mission, values, and goals
- Understand the current sponsorship landscape and upcoming events/activities
- Review existing sponsorship agreements and contracts
- Review existing sponsorship prospectus and event prospectus' and RFPs
- Familiarize yourself with Google Drive, and the Sponsorship Fulfillment tracker and Master list of sponsors
- Schedule ongoing communication meetings with Admin and Communications team

Relationship building and research:

- Meet with other committees to understand their roles and how they interact with sponsorship activities.
- Discuss communication protocols
- Identify and review current sponsors and introduce yourself
- Research potential sponsors

Create action and communication plan:

- Develop a sponsorship strategy for your time and goals of the organization
- Understand the sponsorship levels, benefits, and values
- Set SMART goals
- Develop communication plan for current, potential and actualized sponsors
- Review current scrips and draft your own

Prospectus templates:

- Update or create sponsorship proposal templates
- Customize based on values
- Reach out to possible sponsors

Sponsorship Benefits Delivery:

- Coordinate with all teams to ensure sponsor benefits are delivered
- Communication regularly with sponsors, and ask for feedback (Google forms is easy!)
- Thank Sponsors post event, and frequently.

Finalized July 2024