

SPONSORSHIP DIRECTOR

The mission of the Sponsorship Committee is to maintain current sponsors while targeting and recruiting potential new sponsors. Tasks include:

- Serve as Sponsorship Director for CREW Nashville Board of Directors.
- Identify Assistant Director to assist in leading the Sponsorship Committee activities and present for nomination and confirmation by Board of Directors.
- Assemble the Sponsorship Committee to develop goals and action steps in accordance with the strategic plan, including annual sponsorship goals and potential target sponsors.
- Prepare annual sponsorship goals committee budget for Board approval (typically Fall of each year). Track costs throughout the year. Present to board for approval.
- Hold regular meetings of sponsorship committee to track progress on goals, etc.
- Solicit sponsorship within and outside the CREW Nashville membership for both sponsorships; targeting new sponsors and renewals.
- Forward fees received to CREW Nashville to be deposited in CREW Nashville's account. Provide the Treasurer with information to invoice unpaid sponsors (including completion of CREW Nashville forms when applicable).
- Follow UP with Sponsors to ensure collection of sponsor fees.
- Identify the benefits of local sponsorship and prepare/review sponsorship flier/brochure.
- In conjunction with the Communications Committee, review marketing materials and edit/redesign as necessary, and incorporating new sponsor information and on the Chapter website.
- Send thank you letters to sponsors within two weeks of receiving the sponsorship commitment form and payment.
- Ensure that the sponsor list on the website is current and update Program and Communication Committees with logos and web addresses of new and renewing sponsors to include for display at CREW events and on website and other materials as applicable.
- Maintain an updated list of sponsors to track sponsorship dollars and distribute to Board as part of the monthly Board report.
- Coordinate with Membership Committee and Board to identify new sponsor prospects.
- Monitor benefits allocated with each Sponsoring company member to ensure they are utilizing same and getting the maximum benefit of their sponsorship.
- Host an annual sponsor thank you/networking event or incorporate with other event as to be determined.
- Develop any special promotions, discounts and new benefits for sponsors (1/2 year sponsors, etc).
- Prepare a monthly report for the Board Consent Agenda.
- Provide a list of Committee accomplishments to be presented to members during membership meetings and/or retreats as directed by President or President Elect.
- Attend any Member Retreat and/or Board Retreat
- Additional responsibilities as included in CREW Network playbooks.