

Toronto Triathlon Club Board Description of Role of Sponsorship Director

The Director, Sponsorship's primary responsibility is to be the manager of the relationship between existing and future sponsors and TTC.

Term: Two years

The role is elected at the Annual General Meeting

Primary Duties

- Monitors the Sponsorship email account, sponsorship@torontotriathlonclub.org, to ensure timely responses to email correspondence from sponsors, the Board and other TTC members on sponsorship related issues;
- Monitors the social media of sponsors to make sure that content is being communicated to the membership;
- Regularly contact sponsors for content to be passed on to members through e-blasts, the TTC website and social media;
- Extends invitations to our sponsors to TTC events, such as socials and the Annual General Meeting;
- Keeps the sponsors apprised of TTC events and developments. To this end, the Director, Sponsorship should, on a quarterly basis, prepare and circulate a newsletter outlining recent TTC activities and upcoming events;
- On at least a semi-annual basis, meets with the sponsors to thank them for their support and to discuss opportunities to add value for the sponsors and TTC members;
- No later than the end of September of the calendar year, meets with all existing sponsors and potential sponsors to confirm support for the upcoming season;
- Researches and meets with potential sponsors in order to assess compatibility and to provide feedback to the board;
- Works with the Director, Marketing, to prepare marketing materials for TTC and for use in pitches to potential sponsors;
- Provides feedback to sponsors on seminars, programming to assist in developing topics and content for future sessions;
- From time to time to reach out to sponsors to solicit support and donations for TTC activities and events (i.e. swag for camps, door prizes for AGM.)



Time Commitment

Throughout the year, the time commitment is estimated to be 10-15 hours per month.

Additional Expectations

- Attend Board meetings as per the Club Bylaws
- Contribute to any other board initiatives and communications in a timely manner, including responding to emails regarding Board business
- Support other Board Members in completing their tasks
- Participate in TTC social media discussions as appropriate
- Attend Club events & races to represent the Board
- Goal should be to attend 1-2 club events/races per month throughout the year