



## **Toronto Triathlon Club Board Description of Role of Sponsorship Director**

### **Purpose**

Manage TTC's relationship with current and potential sponsors

### **Term**

Two years; elected at the Annual General Meeting

### **Primary Duties**

- Regularly contact and engage current sponsors to:
  - Obtain content to be passed on to members through e-blasts, the TTC website, and social media (working with the Communications and PR Director)
  - Discuss opportunities to add value to members and sponsors, including programming
  - Keep sponsors apprised of TTC events and developments
  - Share statistics on engagement / promotion and provide feedback
  - Solicit support and donations for TTC activities and events (e.g., swag for camps, door prizes for AGM)
  - Extend invitations to sponsors for TTC events (e.g., Membership Drive, the Annual General Meeting)
- Research and meet with potential sponsors to assess opportunity and compatibility
- Negotiate new / renewal contracts with sponsors to ensure TTC is getting good value for money

### **Time Commitment**

10-20 hours per month throughout the year

### **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 during race season