



**SPONSORSHIP OFFICER – JOB DESCRIPTION**  
**(Currently - Deputy Chairman)**

## **Role Outline**

To be directly responsible for sponsorship and fund raising opportunities for the club, its activities and events.

## **Key Objectives**

The post-holder's primary objective is to formulate sponsorship proposals and ensure the club's sponsorship requirements are met.

## **Key Responsibilities**

1. To investigate sponsorship opportunities from the commercial business sector
2. To liaise with the treasurer on financial planning for the club to ensure adequate funds are generated
3. Formulate sponsorship proposals and ensure sponsorship requirements are met.
4. To be responsible for entertaining sponsors and dignitaries at club tournaments and events
5. To produce follow up literature to sponsors in the form of thank you letters, press coverage & club updates in order to encourage on going relationships
6. Where necessary co-ordinate sub-committee, and volunteers to help seek sponsorship through personal contact.

## **Scope of the Role**

The Sponsorship Officer is the main point of contact with current and potential sponsors within the local Maidstone area and the wider regional area, on behalf of the Maidstone Rugby Club. The Sponsorship Officer will manage and oversee all matters relating to sponsorship at all levels of the club.

## **Liaison With:**

1. All committee members and sub-committees in particular the Treasurer and Press Officer, plus any event organisers.
2. Club members.
3. Local companies and businesses.
4. Youth Section Coaches.<sup>1</sup>

## **The post holder will be responsible to:**

The club Executive Committee

## **Meetings to attend**

Main Committee Meetings  
Annual General Meeting if appropriate  
Sub Committees by request

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<sup>1</sup> Youth Section Sponsorship primarily comes through coach & parental connections to that age group through their children's involvement. Supervision is essential to prevent sponsor conflicts of interest.

**Term of Role:**

The Sponsorship Officer will be appointed for one year at a time, with the hope that the post holder will retain the role for a maximum of 3 years.

**Benefits:**

Associated expenses will be paid for by the club as agreed and directed by the Treasurer

**Recommended Training:**

Sport England, Running Sport for Clubs - Funding and Promoting Your Club Workshop.