SPONSORSHIP DIRECTOR

Position Summary:
Identifies and acquires sponsors for chapter meetings and events who are willing to assist the chapter financially in return for an opportunity to promote their product or service to members. Conducts benchmarking and networking activities necessary for creating a viable sponsor program.

Responsible To:
BAHRA President
BAHRA members

Responsibilities:

- Networks with other SHRM chapters and the Chamber of Commerce to obtain leads for potential sponsors.
- Identifies other opportunities for networking with area businesses and organizations to obtain sponsor leads.
- Cold-calls potential sponsor organizations to generate sponsor interest.
- Formulates and presents standard proposals for sponsorship terms and conditions (based on benchmarks from other local chapters) to BAHRA's Board of Directors for pre-approval.
- Negotiates with potential sponsors regarding terms and conditions for chapter sponsorship arrangements.
- Communicates with the sponsors, in writing, chapter expectations and limitations applicable to solicitation of members.
- Forms a committee, as needed, to assist in the logistics of sponsorship presentations at BAHRA events.
- In conjunction with committee, communicates with the Treasurer to assure that pledged sponsor financial consideration is received and deposited in BAHRA's account prior to function.
- In conjunction with committee, communicates with the Registration Director providing the name(s) of those attending on from the sponsor's organization.
- Communicates with the Vice President, Programming to assure that sponsorship activities are coordinated with the event that they are sponsoring.
- Follows up with the sponsor, prior to the event, to assure that all expectations (on both sides) are met.
- Communicates with sponsors following the event to determine if they were pleased with the response and to see if they would be interested in sponsoring future events.
- Attends at least 4 of the 6 bimonthly full board meetings and 8 of the 12 monthly BAHRA chapter meetings.
- Participates in the development and implementation of short-term and long-term strategic planning for the chapter.
- Represents BAHRA in the human resources community.
- Provides a regular update of activities in the Sponsorship area to the board.

Time Commitment:

- Effort required throughout the year is steady and continuous, since sponsors are sought for all monthly events.

- Estimated time commitment per month is 8 hours.
    - 3 - board meetings and chapter events
    - 4 - sponsorship prospecting/networking
    - 1 - administrative/internal