

Sponsorship Manager/Coordinator Role Description

Role of the sponsorship manager/coordinator is to be responsible for gathering a group of paying sponsors for either a single event, a team or the Club in exchange for advertising opportunities.

Duties include:

- Create and implement plans to obtain sponsorships from different providers
- Source sponsors from different areas
- Act as a liaison between Sponsor and Brunswick Lacrosse
- Overseeing any communication with sponsors
- Ensure that marketing activities aimed at acquiring and using sponsorships are coordinated
- Ensure that sponsors are integrated into as many aspects of promotional campaigns as possible
- Reporting to the executive committee
- Plan, coordinate and implement an event to bring together possible sponsors

Desirable Attributes:

- Be able to develop good relationships
- Can communicate effectively
- Sales background