

The following description was taken from the most recent 2021 bylaws.

## **Sponsorship/Outreach**

The Sponsorship/Outreach Director-At-Large is in charge of community outreach of SDNC-CAMFT. This role represents the Board in connecting with local agencies, nonprofits, and mental health companies to seek out monetary support for the chapter in exchange for advertising and marketing their companies/agencies. Sponsorship is a key to keeping SDNC-CAMFT connected to important work providers are doing in the community by cultivating strong relationships. Sponsorship funding helps SDNC-CAMFT further its mission to provide high quality educational opportunities and events throughout the year.

Term: 2 years

### Requirements:

- Member of CAMFT
- Member of SDNC-CAMFT

### Qualities:

- Self starter
- Team collaborator
- Excellent communicator
- Strong organizational skills
- Innovator
- Dependability
- A love for networking and public speaking

### Essential Duties and Responsibilities:

The Sponsorship Chair shall, subject to the control of the Board of Directors:

- Establish and be responsible for the supervision and coordination of a Sponsorship Committee to carry out duties and tasks assigned by the Board of Directors.
- Develop relationships with groups, companies, and individuals which may be interested in providing sponsorship funding for trainings, other events, scholarships and other opportunities.
- Work with other board members to develop incentives (usually marketing oriented) based on various incremental levels of sponsorship.
- Develop sponsorship letter(s) to be sent to all prospective sponsors.
- Establish funding objectives as part of the budgeting process.
- Contact previous sponsors to see if they will sponsor SDNC-CAMFT again.
- Solicit new sponsors.

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- Obtain electronic images/logos from sponsors to be used in promotions.
- Receive sponsorship funds and transfer them to the Treasurer or Administrative Assistant.
- Coordinate with the Administrator to ensure the sponsors' logos are available in a timely manner to support the development flyers, posters, PowerPoints and other advertising.
- Follow-up after the event thanking all sponsors personally for their support.
- Reports to the President.
- May have such other duties and powers as may be prescribed by the Board of Directors or these bylaws.