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## **Position: VP of Sponsorship**

### *Term:*

1 year (July 1 – June 30)

### *Experience Level:*

Intermediate

### *Commitment Level:*

Moderate (estimated 10-15 hours per month)

### *Overall Objective / Role:*

Build financial and in-kind support to off-set chapter operational costs, ensuring sponsor recognition is provided and relationships are maintained

### *Reporting Structure:*

- Reports to: Office of the President
- Direct Reports: VP Membership may structure the portfolio and delegate specific responsibilities and tasks listed below as he/she sees fit. Recommended positions are
  - Director of Sponsorship Development
  - Sponsorship Delivery & Fulfillment Coordinator

### *Eligibility:*

- Membership in good standing
- Knowledgeable of the activities/affairs of the chapter
- Willingness to give the time, energy, talents and enthusiasm required of the position

### *General Responsibilities:*

- Act as coach, advisor and counselor to assigned committees
- Support and defend policies and programs adopted by the Board of Directors
- Responsible for ensuring the fiscal responsibility of the committee(s) to which position is assigned.
  - Approve all bills of assigned committees and forward appropriate paperwork to the Vice President of Finance
- Conduct transition meeting with successor
- Perform any other duties as assigned by the Board
- Report on the strategies, successes and challenges of assigned committees to Board of Directors
- Provide direction and leadership to maintain and increase MPI membership
- Attend monthly board meetings, chapter events and committee meetings

*Last revision: May 2017*



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- Submit budget needs for the following fiscal year
- Submit agenda items for Board of Directors meetings in advance of meetings
- Communicate strategic issues to Board of Directors
- Research current trends and topics pertinent to the meetings industry and report findings to Board of Directors
- Meet or exceed the chapter retention goal for the year, based on the chapter matrix
- Develop strategies to increase revenue and in-kind support for the Chapter
- Provide hospitality at Chapter functions by welcoming attendees

*Specific Responsibilities:*

- Develop strategies to increase revenue and in-kind support for the Chapter
- Manage and supervise chapter sponsorship efforts, including:
  - Fundraising activities and auctions
  - Strategic Alliances such as sponsorships and partnership marketing
  - Scholarship donations
- Create and oversee implementation of sponsorship sales and packaging strategy
- Develop initiatives to grow and retain strategic alliances
- Communicate with Education to develop, implement and manage fundraising efforts (eg auction) at events
- Ensure promotion of fundraising efforts
- Follow through with collection of Strategic Partners funds and deliverables
- Communicate with Finance regarding invoicing and receipt of donations and proper maintenance of financial records
- Communicate with Education, Administration, and Communications to ensure fulfillment and recognition of sponsors per agreements
- Research sponsorship funding and partnerships and find new ways to create sponsorship revenue for the chapter
- Create and maintain sponsorship prospectus and contract

*Time commitment:*

In addition to portfolio and committee work (specific responsibilities), the following are expected of this position:

- Regular attendance at monthly programs and official chapter activities and functions
- Regular attendance at Board meetings, per chapter bylaws and policies
- Attendance at two Board retreats (up to two days each)
- Potential attendance at Chapter Leaders Forum held in conjunction with World Education Conference (WEC)

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- Potential attendance at Chapter Business Summit (March-April)

*Benefits of serving on the board:*

1. Expand your network
2. Meet people who are passionate about the event industry
3. Develop your leadership skills
4. Mentor colleagues and help people reach their full potential
5. Serve MPI in one of the most important committees
6. Boost your resume
7. Potential attendance at leadership retreats and conferences
8. Have lots of fun