



# Position Description

## Sponsorship Co-ordinator

### Summary

Ensure sponsors have a good experience and are happy to be Festival sponsors.

### Key responsibilities

- Liaise with sponsors before festival. Negotiate amount of donation and level of promotion offered to sponsor in return, in accordance with Sponsorship Policy
- Ensure sponsors' promotional material is displayed appropriately at festival and returned to sponsors
- Report back to sponsors after festival if required
- In consultation with the NFFC Committee, identify and approach potential new sponsors.

### Skills required

- Communication and negotiation
- Organisation and planning

### Tasks and timeline

Date	Tasks/deadlines
February	Consult with Committee about any potential new sponsors to be approached
March	Approach previous sponsors for repeat sponsorship
April-June	Negotiate donation amount and promotion with sponsors
Week before festival	Ensure sponsors' promotional material is collected/delivered
Friday of festival	Ensure sponsors' promotional material is set up and displayed appropriately (May be arranged with Setup/packup Co-ordinator)
Monday after festival	Ensure sponsors' promotional material is packed up and made ready for pickup/delivered back to sponsor as per agreement. (May be arranged with Setup/packup Co-ordinator)
By September after festival	Ensure sponsors receive a feedback report if this has been promised.

### Estimated time commitment

Before/after festival: 15 hours

During festival: Nil

Meetings: Attendance at 1 or 2 Festival Committee meetings.

## **Reports to**

Promotions and Marketing Co-ordinator

## **Liaison with**

- Club Committee
- Festival Committee
- Setup/Packup Co-ordinator

## **Resources required**

- Email and phone

## **Documentation**

- Sponsorship policy