

Sponsorship Committee Chair Job Description

Committee Chairs have a strategic role to play in representing the vision and purpose of Whatcom Pride. This volunteer role ensures that their committee functions properly, has full participation at meetings, relevant matters are discussed and that effective decisions are made and carried out.

The Sponsorship Committee is responsible for attracting and retaining event sponsorship from local businesses and organizations. This committee manages Sponsorship agreements, communicates with potential sponsors, and is key in Whatcom Pride's stewardship of sponsors. The committee chair will be responsible for managing any Sponsorship Committee volunteers, ensuring that all sponsors receive clear communication about our sponsorship program, and in consultation with the Board Treasurer, ensure that all necessary sponsor information is collected and recorded for accounting and tax purposes.

Responsibilities

Manage the Sponsorship Committee

- Plan and run meetings as needed
- Facilitate decision-making and ensure follow through on decisions made
- Manage volunteers to ensure communication with sponsors is clear and all sponsor questions are answered in a prompt and professional manner
- Communicate with Whatcom Pride Board of Directors regarding decisions, sponsorship agreements, and other committee progress
- Assist in recruiting committee volunteers

Sponsor Stewardship and Coordination:

- In consultation with the Board of Directors, develop a tiered Sponsorship Program
- Work with sponsors and Social Media and Marketing committee to ensure all sponsor logos, names, etc. are included in event materials as agreed upon in Sponsor Agreements
- Work with the Logistics Committee to ensure sponsor signage and announcements are properly placed through event venue and performances
- Communicate with sponsors about events and their impact both before and after Pride Events

Qualities and Skills Required

- Strong leadership skills
- Good communication and interpersonal skills
- Ability to lead meetings and ensure tasks are completed promptly
- Ability to represent Whatcom Pride in a professional and positive manner
- Experience working with nonprofit or event sponsorships preferred