



## Sponsorship Director

First, thank you for volunteering to be a Sponsorship Director. You are the voice of Vernon Baseball and represent all of your coaches, players, and parents. All issues and concerns on and off the field will be directed through you. You are responsible for the planning and execution of a successful season. Below is a list of the common duties of a Sponsorship Director. If you have questions that have not been answered here, please seek support from the Vice President.

### Role

The Sponsorship Director's primary responsibility is to obtain sponsorship money and or services from community businesses, clubs or parents. In addition, the Sponsorship Director must communicate effectively with Vernon Baseball Executive, coaches, umpires and parents as required. Finally, the Sponsorship Director must facilitate a healthy, fun and educational environment for kids, coaches and parents; and inspire the principals of sport through the game of baseball.

### Duties

**Monthly Meetings:** Attend monthly Vernon Baseball Executive meetings to discuss league topics. Vote on changes to policy, expenditures and contribute new Ideas. Understand Vernon Baseball policies, Code of Conduct and rules that apply to each division.

**Pre-Season:** Upon the start of the new season the Sponsorship Director shall obtain a copy of the previous season's contacts and familiarize themselves with these contacts as well as their sources. Update sponsorship application forms.

**General:** Work with existing sources to obtain yearly sponsorships and approach businesses, clubs and parents for new funding. Also approach them for any services that they could provide to help reduce cost. Maintain web site information. Update Division directors, Secretary, and Communications which sponsor has been assigned a team. Create and distribute team banners. Sponsorship involves year round work and we need to recognise sponsors in spring/summer/fall ball play.

**Year End:** Follow up with all sponsors to ensure they are thanked and that the appropriate level of recognition is given. Coordinate Local Media "Thank you" ad and notify sponsors date ad will run. Create and distribute sponsorship end of season recognition plaques. Provide a yearend report for the AGM.

**Summary:** Tournaments, summer ball, and skills sessions all need funding support. This job title come with a large work load over a short period of time. Planning ahead and utilizing the large volunteer force (parents) is your top priority. Being a good communicator and having the ability to work with others is an asset. The Sponsorship Director has the full support of the Executive. Be creative, Vernon Baseball is always looking for ways to improve.