

Rocky Mountain Cable Association
Board of Directors
Sponsorship Chair

DESCRIPTION

The Sponsorship Chair is a board position on the Strategic Partnership committee that identifies and recruits cash sponsorships; both annual and event based.

All Board positions are a 2-year commitment. Includes monthly board meetings, monthly officer meetings, and an estimated 0-4 hours per week for the responsibilities below. Board members are expected to participate in events whenever possible (approximately 1-2 times per month).

Board members are expected to have career experience in the Media + Technology sectors. The Secretary should have proficient computer skills, including Microsoft Office, strong verbal and written communication skills, and high degree of attention to detail.

KEY RESPONSIBILITIES

- Help create sponsorship opportunities, sponsorship levels and sponsorship sales campaigns to help target and market to potential sponsors in collaboration with the Strategic Partnership committee.
- Collaborates with event producers to develop new and creative sponsorship opportunities and to underwrite events as needed.
- Collaborates with board members to identify and pursue potential sponsors.
- Cultivate and maintain long-term sponsorship relationships; maintain updated contact lists.
- Work with marketing and events committee to create post-event and/or annual recaps that can be shared with sponsors.
- Ensure that website and marketing materials are kept updated with the most recent logos and news about sponsors (ex. website, newsletter Sponsor Spotlights).
- Other duties to be assigned as needed/requested.
- Reports to the Strategic Partnership Executive Board Director.