

## **SPONSORSHIP DIRECTOR**

### **Position Function:**

Serves as a volunteer on the MVSHRM Chapter Board of Directors. Provides marketing expertise in identifying and securing potential sponsors for all MVSHRM meetings, events, website, etc.

### **Responsible to:**

The members of the Chapter  
The Chapter President  
MVSHRM Board of Directors  
NYS SHRM Sponsorship & Vendor Director

### **Responsibilities:**

- Identifies and secures sponsors for the current year
- Identifies sponsors and if able secures for the following year
- Identifies and secures sponsors as needed for programs, special events, etc.
- Identifies and secures webinar sponsors as needed
- Identifies and secures sponsors for dedicated website sponsor page
- Ensures the chapter and the website are not without sponsorship
- Identifies and recommends vendors for annual professional development event, member appreciation event and other events throughout the year.
- Annually reviews chapter sponsorship levels and makes recommendations for changes
- Annually reviews sponsorship costs and makes recommendations for changes
- Annually reviews the sponsorship brochure for changes.
- Communicates with sponsors and vendors as needed
- Provides information to perspective sponsors and vendors as needed
- Conduct e-mail and/or phone confirmations as needed
- Ensure that correspondence and invoices for sponsorship are sent in a timely manner
- Provide venue information and/or directions to sponsors
- Ensure that sponsors are aware of the number of program attendees for their preparation
- Follows up with sponsors for thank you and feedback regarding their expectations and results following events, meetings, etc.
- Attends and participates in Board Meetings as scheduled
- Attends Member meetings as scheduled and assists with sponsor table and intro as needed
- Assist in developing long-term and short-term strategic plans for the chapter.
- Visits other chapter websites to review sponsorship information to gain insight and ideas to bring forward to MVSHRM
- Oversees Sponsorship Committee
- Works with Chapter Administrator to coordinate sponsorship efforts and fulfill Chapter needs
- Must be an MVSHRM member

### **Resources Available:**

- SHRM Volunteer Leader Resource Center – Home Page: <https://vlrc.shrm.org/s/>
- SHRM Volunteer Leader Webinar Schedule: <https://vlrc.shrm.org/s/article/Volunteer-Leader-Core-Leadership-Area-CLA-Webcast-Webinars-2024>
- SHRM Volunteer Structure: <https://vlrc.shrm.org/s/article/SHRM-Volunteer-Structure>
- SHRM Volunteer Leader Board Orientation: <https://vlrc.shrm.org/s/article/SHRM-Volunteer-Leaders-Board-Orientation>
- NYS Sponsor & Vendor Director: <https://nys.shrm.org/new-york-state-council-officers-and-directors>
- Other SHRM Chapter sponsorship pages – self search