

# **SA Masters Athletics Inc**

## **JOB DESCRIPTION - SPONSORSHIP OFFICER**

### **MAIN PURPOSE**

To coordinate approaches to various organisations with the objective of obtaining sponsorships for SAMA.

### **DUTIES**

1. Develop a package for potential sponsors that will indicate what SAMA could potentially provide in return for funding or other support. Areas for investigation include:
  - Naming rights for championships
  - Names/logo on numbers, medals
  - Names/logo on/in programmes/results books
  - Acknowledgement and adverts in all communications
  - SA newsletters
  - Inserts in the “Show bag” at registration at major championships
  - Boards and/or flags at Santos stadium and winter venues
  - Encouragement in our communications for everyone to support the sponsors
  - Acknowledgement on website
2. Formulate where sponsors involvement could be used within our club i.e. for one off situations such as chest numbers, equipment etc or ongoing such as Club Championships, weekly prizes, water etc.
3. Develop a listing of Industry/Organisational groups that could relate to our type of club i.e. retirement, health, insurance, tourism, investment etc., and:
  - Within that listing select likely companies for approach
  - Determine where possible who the right contact person in the organisation is
  - Investigate whether any of our members may have contacts in these organisations
  - Enlist support from members to make personal approaches to seek sponsorship
4. Continually sound out sponsors regarding their level of satisfaction with the club.
5. Develop a specific sponsorship package for the next Nationals in Adelaide (consider City Bay – particularly if Telstra pulls out)