***NOTE:  This Role Description has been provided as a guide only.  Please edit as necessary to reflect the requirements of your Club.  Please delete this message prior to circulating this document.***

**Sponsorship Coordinator for [Karting Club Name]**

**Purpose:**

The role of the Sponsorship Coordinator is to attract, manage, and retain sponsors in support of the club's kart racing and recreational karting activities. This role actively promotes the club’s alignment with the Vision, Purpose, Values, and Priorities of Karting Australia, the State Karting Association, and the Club.

**Responsible to**: The President

**Desired Skills:**

* High attention to detail.
* Exceptional organisational skills.
* Strong ability to build and maintain rapport with sponsors and potential sponsors.
* Excellent written and verbal communication skills, tailored for both karting enthusiasts and the corporate community.
* Determined and proactive in seeking new sponsorship opportunities.

**Key Roles & Responsibilities:**

**General:**

* Actively adhere to and promote the mission, vision, and values of the club.
* Be the primary point of contact for all sponsorship inquiries.

**Pre-season:**

* Revise and/or develop the Club's karting-specific sponsorship packages.
* Offer recommendations to the Committee on sponsorship categories and appropriate fees.
* Collaborate with the Treasurer to define the sponsorship budget and yearly targets.
* Update and ensure the Club website showcases current sponsorship opportunities and highlights.
* Champion the Club’s sponsorship initiative among members, motivating them to introduce potential sponsors from their networks.
* Engage with ongoing sponsors, ensuring their continued participation and support.
* Proactively approach local businesses and organisations relevant to karting for sponsorship opportunities.
* Work alongside the Club Treasurer to manage invoices and confirm sponsorship payments.
* Curate and manage a comprehensive sponsor contact database, detailing sponsorship tiers, Benefits provided and financial arrangements.
* Procure sponsor logos for club wear, race karts, and other promotional assets.

**During the season:**

* Consistently recognise and promote sponsors across the Club's digital platforms - website, social media, and newsletters.
* Confirm all sponsor fees are accounted for.
* Personally invite and welcome sponsors to vital club racing events and gatherings.
* Ensure all promised sponsorship benefits and entitlements are duly provided.
* Address any sponsor concerns or modifications in their sponsorship packages.
* Coordinate the creation and distribution of appreciation certificates or plaques for sponsors to display.

**Post-season:**

* Extend heartfelt gratitude to sponsors, whether in person or via written correspondence.
* Highlight and appreciate sponsors during post-season events and publications.
* Elicit sponsor feedback, focusing on their experience and seeking suggestions for enhanced collaboration in the upcoming seasons.

**Note:** Regular reviews and feedback sessions should be conducted with the President and the Committee to ensure alignment with the club's goals and sponsor satisfaction.