



## Sponsorship Sub Committee – Position Description

### Purpose

The purpose of the Sponsorship Sub Committee is to leverage strategic relationships to provide significant mutual value.

### Responsibilities

Specifically, the Sponsorship Sub Committee must understand what the HYP sponsors and partners are entitled to through their respective agreements and ensure we deliver these benefits.

Therefore, an understanding of HYP's values and direction is required to ensure we are partnering and promoting companies which have aligned themselves to similar ideals.

The following outlines the expectations of the Sponsorship Sub Committee:

- Develop and implement strategies to secure sponsorship with professional organisations
- Identify and establish new relationships with sponsor/partner prospects
- Build and strengthen existing sponsor/partner relations
- Meet with event sponsors to develop event concept inline with annual journey and distribute to board
- Maintain hello hyp document and sponsorship kit marketing materials
- Reach out to sponsors/partners/prospects and personally invite to events (share event EDM)
- Provide proof of value and event debriefs to sponsors
- Coordinate annual EOY sponsor event and deliver recap of the year
- Maintain sponsor/partner contact list and review sponsor/partner agreements annually
- Report on prospect list and current sponsor relationships at board meetings

### Skills and Experience

As part of the Membership Sub Committee, you will be required to possess the following skills:

- Well-developed sales, negotiation and business development skills.
- Capacity to strategically align partners with organisational direction.
- Ability to articulate information succinctly and deal with objections.
- Robust relationship management skills.
- Ability to work autonomously and as part of a team.
- Confident public speaking, written and oral communication skills

## **Time & Travel Commitment**

- Attend all monthly board meetings
- Attend all events (director's tickets are not subsidised)
- Allocating approx. 15-20 hours per month towards either your Sub Committee's responsibilities and/or HYP's responsibilities
- Assisting other teams as required from time to time