



Fort Saskatchewan Soccer

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Duties of the Sponsorship Director

The primary responsibility of the Sponsorship Director is to finding funding sources for the continued financial viability of Fort Saskatchewan Soccer programs. The Director is also responsible for managing and developing relationships with local businesses with a view to attracting sponsorship.

The duties of the sponsorship coordinator include the following:

- Develops and maintains a sponsorship information package.
- Maintains sponsorship database with current, expiring and expired sponsorships.
- Develops and maintains a relationship with sponsors.
- Approaches current sponsors regarding renewing sponsorships.
- Approaches other businesses for potential new sponsorship opportunities.
- Communicates with Equipment Coordinator when sponsorships are due to expire to determine which sponsored jerseys are to be retired or destroyed.
- Keeps in close communication with President, Treasurer and Equipment Coordinator regarding all new and expiring sponsors.
- Works with the Equipment Coordinator to ensure jerseys are ordered for any new sponsors
- Obtains logos (in the appropriate format) for silk screening onto jerseys and for the website and Facebook.
- Acknowledges and recognizes sponsors.
- Provides each sponsor with a team picture. Responsible for communicating with the Soccer Sport Coordinator to ensure that the photographer provides one extra team photo for all sponsored teams.
- Works with President and Sport Coordinator to source new funding sources such as corporate or government grants and casinos.

The Sponsorship Director position is a one year position with membership on the Communications, Marketing & Promotions Sub-Committee.