



# DIRECTOR JOB DESCRIPTION

## GAMING AND SPONSORSHIP

## DIRECTOR

<b>Job Title:</b>	Gaming and Sponsorship Director	<b>Revised Date:</b>	April 01, 2020
<b>MHA:</b>	Kerry Park Minor Hockey Association	<b>Term:</b>	Two Years

### Description

Oversees all Association/KPMHA team gaming licences and sponsorship programs for the Association.

### Key Accountabilities

- Reviews and coordinates all team fundraising activities to avoid duplication or conflict of activities within the community.
- Works with the Vice President, Admin and Finance on the application and filings for the Provincial Gaming Grant as per requirements.
- Oversees the development and refinement of the Policies and Procedures and related activities for Sponsorship and Gaming.
- Establishes member volunteers to assist with sponsorship activities.
- Develops packages and proposals in order to send to different organizations in order to solicit sponsorships.
- Creates and implements strategies and plans to attain sponsorship in order to maximize revenues and purchase specific equipment, assets and/or services.
- Seeks new sponsors by taking referrals and searching different avenues such as the web.
- Ensures that sponsors are integrated into as many aspects of promotional campaigns as possible.
- Sets sponsorship revenue goals and leads sponsorships annually for targeted Association expenditures including the acquisition of equipment/assets and event purposes.
- Sets up an accurate recording system covering income and disbursements relating to sponsorship and provides monthly commitments and receivables to the Vice President, Admin and Finance.
- Ensures sponsor agreements are correctly implemented.
- With the Marketing and Communications Director, identifies and develops relationships with media personnel, community partners and agencies to promote the Association.
- In co-ordination with Risk and Equipment Manager Director order and arrange to have sponsor bars placed on team sweaters for which sponsors have been obtained, if applicable.
- Recommends policy to the Board regarding sponsorship and gaming licences.
- Oversees team sponsorship activities and ensures they are within applicable Policies and Procedures, regulation and laws.
- Liaisons with team managers in order to apply for team gaming licenses and ensures team gaming reports are completed.
- Attends Director Meetings and prepares monthly reports for the Director Meetings.

### Experience

Experience in not-for-profit fundraising, marketing, sponsorship and communications is an asset.

### Typical Committees

Budgeting Committee, Policies and Procedures Committee.