



Position Description: Funding and Sponsorship Coordinator

Last updated 1 December 2024

Overview

The role of the Funding and Sponsorship Coordinator is to attract, service, and retain league sponsors. This position is crucial for ensuring the financial sustainability and growth of the RPFL through effective sponsorship management and grant acquisition.

Responsibilities

General Responsibilities

- Be the primary point of contact for all sponsorship enquiries.
- Develop and maintain sponsorship categories and fees to grow and expand the sponsorship base of the league.
- Create and manage a sub-committee to assist with fundraising and sponsorship activities.
- Provide the RPFL Board and Committee with recommendations for all sponsorship categories and fees.
- Create and distribute sponsorship marketing information to league participants to assist in selling sponsorships through their networks.
- Update the league website to reflect current sponsorship information and post via social media in conjunction with the Marketing Coordinator.
- Maintain records of sponsorship applications and agreements, and ensure they are accurately reflected in the league's databases.
- Ensure that all sponsorship agreements are fulfilled, including the provision of sponsorship inclusions
- Welcome and include all sponsors in league activities.
- Address any issues or complaints from sponsors concerning their sponsorship and entitlements.
- Personally thank all sponsors for their support and provide a summary of benefits received through the season.
- Seek feedback from key sponsors on how the league can continue to create value for them in the future.

Fundraising and Grants

- Determine the purpose for which funds are being raised.
- Develop and implement a fundraising plan.
- Identify potential sources of funds, including sponsorships and grants.
- Work with the Community Liaison Officer to research and apply for grants to support league activities and initiatives.
- Ensure the acquired funds are used for the designated purpose.
- Monitor grant spending to ensure compliance with grant requirements.
- Maintain relationships with donors, grant agencies, and sponsors.
- Submit regular reports to the league committee.

Skills and Attributes

- Effective communication skills within the organization and externally.
- Strong organizational skills.
- High level of attention to detail.
- Ability to plan and research effectively.
- Experience in marketing or sponsorship is advantageous

Estimated time commitment required: 2 hours per week during the season.

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