This document describes the roles of Committee members within the KBH Brumbies Hockey Club

**Commercial VP**

***Objective***

* To maximise the number of sponsors and revenue supporting the Club sponsorship base.
* To manage the relationship between the Club and sponsors to ensure that all sponsors are serviced to a high level and are retained on a long term basis.
* To provide support to the Committee members to ensure the efficient management of Club sponsorship activities.

***Responsibilities***

* Develop a proposal, for ratification by the Committee, for sponsorship packages to be offered by the Club to attract as broad a sponsorship base as possible.
* Co-ordinate sponsorship for all areas of the club.
* Meet the sponsorship budget target set as part of the annual financial planning process.
* Ensure all existing sponsors are contacted three months prior to the season commencement
* Seek out new sponsors to supplement existing sponsors.
* Ensure sponsors signage is in place and all other aspects of sponsorship packages are in place prior to the commencement of the season.
* Arrange a sponsor’s dinner in consultation with team coaches at an appropriate time of the year.
* Arrange a sponsor’s day to be held at Elgar Park at an appropriate time of the year.
* Ensure all sponsorship agreements are honoured.
* Maintain contact with all corporate sponsors throughout the season.
* Maintain strong relationships with all Club sponsors.

***Relationships***

* Liaises with the Club Committee.
* Liaises with Sponsors.
* Supports any person responsible for providing services associated with sponsorships.

***Accountability***

* Seek ratification from the appropriate Committee member prior to committing the Club to any financial expenditure or action.
* The Sponsorship Coordinator shall seek ratification from the Committee of sponsorship packages offered by the Club and shall thereafter have the authority to act within the limits of the packages without reference to the Committee.