

Job Description

The Sponsorship Committee Chair (SCC) is responsible for overseeing the committee that makes this golf fundraising event worth conducting. Most money realized in golf fundraising events is made by business/corporate sponsorships and **it is the Sponsorship Committee that develops a strategy to maximize the sponsorships for this event.**

The SCC works directly with the Golf Fundraising Director (GFD) to establish goals and objectives for the Sponsorship Committee. We will assist you in recruiting a few other committee members in order to develop a priority list of prospective sponsors and a specific strategy to solicit their support. It is highly recommended that a list of prospective sponsors be developed without prejudice and, then, conduct a review of each prospect dependent upon knowledge of their current business situation, who on the committee may know a decision maker in the business and/or may know someone influential in the business. Also, a strategy should be developed that will determine the business' desire for involvement, expected return on investment and who may be the right person to approach the decision maker.

General

There are several levels of Sponsorship;

Title Sponsor	Silver Sponsor
Specialty Title Sponsor	Hole Sponsor
Platinum Sponsor	One-Time Gift
Gold Sponsor	

The dollar donation at each sponsorship level will be determined by the Sponsorship Committee. Recommendations are the following (amounts up to Committee);

Title Sponsor -	\$7,500 (per year for 2 yrs)	Silver Sponsor -	\$1,000
Specialty Title Sponsor -	\$5,000	Hole Sponsor -	\$500
Platinum Sponsor -	\$2,500	One-Time Gift -	\$any amount
Gold Sponsor -	\$1,500		

(Attached find examples of Sponsorship Brochures with return on investment and sponsorship levels.)

The Golf Fundraising Committee

The Golf Team Committee (GTC) consists of the following positions as a minimum;

The Golf Event Chair	The Prize and Gift Committee Chair
The Golf Fundraising Committee Chair	The Auction Committee Chair
The Sponsorship Committee Chair	The AdBook Committee Chair
The Golfer Committee Chair	The Facilities Committee Chair

Sponsorship Committee Chair

The SCC performs the following;

1. Work directly with the organization's responsible staff member (lead) and the Golf Team Director to identify the golf fundraising event Sponsorship goals and objectives.
2. Become familiar with the use of the Golf Digest Planner (GDP) website and its uses as a Sponsorship Committee managerial tool for the event.
3. Recruit a Sponsorship Committee of a minimum of three, but not more than five members in order to develop and implement a sponsorship fundraising strategy.
4. Formulate a sponsorship strategy for this, specific, golf fundraising event.
5. Communicate the fundraising goals and objectives of the organization for the event and work with the Committee to identify possible sponsorship prospects, and packages.
6. Assign outreach opportunities to committee members with response times of expected results.
7. File reports from SCC activities to the Golf Fundraising Director.
8. Equip the members of the committee to make the ask
9. Follow-up on a schedule, close and account/report on activities
10. Raise as much money as possible
11. Maintain accountability of the Sponsorship Committee.