

# Sponsorship Coordinator

## Description

Performs outreach to secure financial support for the Littleton Road Race from new and existing partner businesses.

## Responsibilities

List the responsibilities / duties for this function.

- Help finalize sponsorship letter for distribution
- Call, email or visit existing past sponsors with sponsorship info
- Call, email or visit prospective new sponsors with sponsorship info
- Document contact attempts & results in sponsors spreadsheet
- Ensure execution of sponsorship according to agreement

## Tasks

This the specific tasks that this position is responsible for.

- Actively outreach via telephone, email or in-person visits
- Distribute Littleton Road Race Sponsor Letter for current year's event
- Assist with sponsor questions (pricing, sponsorship levels, etc)
- Collect sponsor SWAG ('stuff we all get') and ensure race-day distribution
- Ensure sponsor-level entitlements are met (exhibitor booth, t-shirts etc)
- Secure Food and Beverage truck vendors for race day

## Specialized Skills Needed

List the specialized skills needed, or any certifications.

- Outgoing and personable
- Self-motivated
- Creative problem-solver
- Conscientious and thorough

## Time Commitment

List the amount of time needed, and when needed. If time for this function is only in August, state that. If there is a 2 hour commitment each month, state that. Etc.

- Est. 3 hrs per month avg. (March through May)
- Est. 4 hrs per month avg. (June through race day)

## Meetings required to attend

List the meetings that this position is required to attend. The Board Meeting is the only recurring meeting at this time.

- Monthly Planning Meetings (1 hr)

## Tools, applications

List the tools, applications this position uses for its duties.

- Email
- MS Excel (Sponsorship Tracking Spreadsheet)
- Zoom (virtual planning meetings)
- MS Word (sponsor letter)

## Community Service Hours Credit

Is this position eligible for community service hours for school? Typically high school students need community service hours in order to graduate.

- Yes

## Voting Board Member

Does this position have a seat on the Board and can it vote? This position might be listed in the LRRTO filings.

- No