



SPONSORSHIP MANAGER

Position Overview

The Sponsorship Manager shall oversee all conference sponsorship opportunities, including identifying and recruiting prospective cash or in-kind sponsors, managing all communications with sponsors, and working with the Communications Team to ensure appropriate recognition.

Background

The Texas Volunteer Management Conference (TVMC) is the leading educational event for current and emerging volunteer management professionals in Texas and neighboring states. Since 1991, this annual conference has provided an opportunity to learn from content experts, thought leaders, and seasoned practitioners who are outstanding in their fields. The TVMC is planned and executed by professionals from organizations that are leaders in the field of volunteer engagement.

TVMC was hosted virtually in 2021 and 2022. The virtual audience doubled the size of the conference from 2019's audience of 223 to a sold out audience of 500. The conference for 2023 was paused to reflect on the past and strategically plan for how to best support the growth of the conference.

The Host Agencies, which include VolunteerNow, DOVIA of Tarrant County, and DADV, are excited to relaunch TVMC as a hybrid conference in 2024.

TVMC has a financial reserve to help support the 2024 conference.

Responsibilities & Oversight

- Secure sponsorships and in-kind donations/gifts to help underwrite costs. Traditionally this role has secured a minimum of \$11,000 in sponsorships and in-kind donations/gifts.
- Oversee proper and timely handling of all income and expenses
- Prepare updated budget worksheet on current year for incoming Vice-Chair
- Participate and follow through with all Leadership Team meetings and miss no scheduled meetings without prior approval from the Conference Chair.
- Pay any conference fees approved by Leadership Team

Qualifications

- Well organized, outgoing, persistent in follow-up, meet deadlines
- Strong communication skills
- Strong networking ability
- Negotiation skills

Sponsorship Manager Tasks

This serves as an overview of the tasks which require attention from the Sponsorship Manager. This list is a guideline and additional duties might be added to ensure the success of the conference.

- Prepare Sponsorship letter for use by Leadership Team
- Identify and solicit sponsorships from organizations that align with goal of the conference
- Assure that all sponsors contribute to a positive image for the conference
- Coordinate accusation of sponsors with all other committee and Leadership Team members
- Insure proper documentation of all sponsorships
- Ensure sponsors receive appropriate acknowledgment and recognition to strengthen their engagement
- Provides Communication Chair with sponsorship information for the website and other marketing materials.
- Attends TVMC and assists with set-up, execution, and clean-up of event.

Reports To: Conference Vice-chair

Length of Term: Service term shall be a minimum of 1 year.

Time Commitment: 5 Hours/Month with increased hours 6 weeks prior to conference

Voting Status: Non-voting Member

Benefits: Support and advance volunteer management professionals and the profession in Texas and surrounding states. Strengthen skills in negotiation, donor acquisition and coordination, expand donor network.