REYNELLA FOOTBALL CLUB

HOME OF THE MIGHTY WINEFLIES

Job Title: Sponsorship Manager

Organisation: Reynella Football Club

Reports To: Club President

Position Overview

The Sponsorship Manager is responsible for securing, managing, and maintaining sponsorships and partnerships that support the financial sustainability of Reynella Football Club. This role involves developing sponsorship packages, building strong relationships with local businesses, and ensuring sponsors receive agreed benefits and recognition.

Key Responsibilities

Sponsorship Acquisition

- Identify potential sponsors within the local community and beyond.
- Develop and present sponsorship proposals tailored to different business needs.
- Negotiate sponsorship agreements that align with the club's objectives.

Relationship Management

- Maintain strong relationships with existing sponsors to ensure ongoing support.
- Provide regular updates to sponsors on club activities and achievements.
- Ensure sponsors feel valued and recognized for their contributions.

Sponsorship Packages & Marketing

- Create attractive sponsorship packages for different levels (e.g., major sponsor, player sponsor, event sponsor).
- Work with the Media & Communications Manager to promote sponsors across social media, website, and match-day signage.
- Ensure sponsor logos and branding are displayed correctly on uniforms, banners, and promotional materials.

Financial Tracking & Reporting

- Track sponsorship income and ensure agreements are fulfilled.
- Provide monthly reports to the Treasurer and committee on sponsorship performance.
- Assist with budgeting for sponsorship-related expenses.

Event Support

- Coordinate sponsor involvement in club events, such as presentation nights and community days.
- Organize sponsor recognition activities (e.g., sponsor appreciation events, social media shout-outs).

Compliance & Documentation

- Ensure all sponsorship agreements are documented and signed.
- Maintain accurate records of sponsor commitments and deliverables.

Skills & Attributes:

- Strong communication and negotiation skills.
- Ability to build and maintain professional relationships.
- Marketing and sales experience (desirable).
- Organized and detail-oriented.

Qualifications:

- Previous experience in sponsorship, sales, or marketing (preferred).
- Working With Children Check and Police Clearance (mandatory).