SPONSORSHIP CHAIR JOB DESCRIPTION

Responsible To: Event Chair
Term Limit: 10 – 12 months
Time Commitment: Minimum of 10-15 hours per month

POSITION SUMMARY:
The Sponsorship Chair oversees the Relay For Life (RFL) Sponsorship Committee. With the Event Chair and Staff Partner, develop and follow a plan to obtain corporate sponsorship. Corporate sponsorship is a key component of all successful Relay For Life event.

ROLES & RESPONSIBILITIES:
• Work with Event Chair and Staff Partner to adhere to all American Cancer Society’s policies and procedures as well as the Florida Division’s Relay For Life event standards.
• Adhere to the standardized sponsorship levels for the Florida Division.
• Recruit a subcommittee to research, identify, solicit and obtain sponsors.
• Compile a prospect list consisting of past and potential new sponsors.
• Work with event leadership and staff partner to ensure sponsors receive all contracted amenities and year-round engagement and recognition.
• Attend Relay For Life event and related events to thank sponsors and to ensure that appropriate recognition activities take place.
• After the event, compile a proof of performance package that includes all print materials, t-shirts, and media promotion on which their logo appeared and photos of their signage at the event.
• Assist with identifying an appropriate person for succession of your position.