

Sponsorship and Community Outreach Committee

Purpose:

To enhance the Association's community presence, secure sponsorships, and foster relationships that support the growth and sustainability of the Jim Thorpe Youth Soccer Association's programs.

Scope:

This policy applies to the Sponsorship and Community Outreach Committee, its members, and all activities related to sponsorship acquisition, community engagement, fundraising, and promotional initiatives undertaken on behalf of the Association.

Policy Statements:

1. Formation and Authority:

1. Establishment:

- a. The Sponsorship and Community Outreach Committee is established by the Board of Directors in accordance with Article VI, Section 1 of the bylaws.
- b. The Board appoints the committee chair, and the chair selects committee members.

2. Reporting:

- a. The committee reports directly to the Board of Directors and collaborates with other committees and officers as needed.

2. Membership:

1. Composition:

- a. The committee shall consist of a Chairperson and at least two (2) additional members.
- b. Members should have experience or interest in marketing, fundraising, community relations, or related fields.

2. Term Lengths:

- a. Committee members serve for a term of one (1) year, aligned with the Association's fiscal year, and may be reappointed.

3. Responsibilities:

1. Sponsorship Development:

a. Identify Potential Sponsors:

- i. Research and compile a list of local businesses, organizations, and individuals who may be interested in supporting the Association.

b. Develop Sponsorship Packages:

- i. Create tiered sponsorship opportunities with clearly defined benefits for sponsors (e.g., logo placement, announcements at events, website/social media recognition).
- ii. Ensure that sponsorship packages align with the Association's mission and provide value to sponsors.

c. Solicit Sponsorships:

- i. Reach out to potential sponsors through proposals, meetings, and presentations.
- ii. Personalize approaches to match the interests of potential sponsors.

2. Community Outreach:

a. Plan and Execute Events:

- i. Assist in the organization of community events such as clinics, open houses, or charity matches to promote the Association and engage the community.

b. Partnerships:

- i. Collaborate with local schools, community organizations, and other sports clubs to promote soccer and healthy living.
- ii. Establish mutually beneficial relationships that support community goals.

c. Volunteer Engagement:

- i. Recruit and coordinate volunteers for community events and outreach activities.

3. Fundraising Initiatives:

a. Campaign Development:

- i. Plan and implement fundraising campaigns (e.g., merchandise sales, donation drives).
- ii. Set realistic goals and track progress.

b. Grant Applications:

- i. Identify grant opportunities from governmental bodies or foundations.
- ii. Prepare and submit grant applications in coordination with the Board and Treasurer.

4. Sponsor Relationship Management:

a. Fulfill Sponsorship Agreements:

- i. Ensure that all promised benefits to sponsors are delivered in a timely and professional manner.

b. Communication:

- i. Maintain regular contact with sponsors to update them on the Association's activities and the impact of their support.

c. Recognition:

- i. Publicly acknowledge sponsors at events, on the website, and in communications as appropriate.

4. Operations:

1. Meetings:

- a. Hold regular meetings (e.g., monthly) to plan and coordinate activities.
- b. Keep minutes of meetings and submit summaries to the Board.

2. Budgeting and Expenditures:

a. Financial Planning:

- i. Develop an annual budget for committee activities in collaboration with the Treasurer and Finance Committee.
- ii. Monitor expenses to ensure alignment with the approved budget.

b. Expenditure Approvals:

- i. Submit expense reports and receipts to the Treasurer as required.

3. Coordination with Other Committees:

- a. Collaborate with the Coach and Player Development Committee and Field and Maintenance Committee to support events and initiatives.

5. Reporting and Communication:

1. Regular Updates:

- a. Provide monthly reports to the Board of Directors detailing:
 - i. Sponsorships secured and pending.
 - ii. Upcoming and completed community events.
 - iii. Fundraising results.

2. Record-Keeping:

- a. Maintain detailed records of all sponsorship agreements, including terms, benefits provided, and contact information.
- b. Document community outreach activities, including participant numbers and feedback.

6. Authority and Decision-Making:

1. Operational Decisions:

- a. The committee has the authority to make day-to-day decisions related to sponsorship outreach and community engagement within the scope of the approved budget and policies.

2. Agreements and Contracts:

- a. All sponsorship agreements and contracts must be reviewed and approved by the Board of Directors before finalization.

3. Expenditure Authority:

- a. Expenditures must comply with the financial controls outlined in Article V of the bylaws.

7. Risk Management:

1. Reputation Management:

- a. Assess potential risks to the Association's reputation when considering sponsors and partnerships.
- b. Implement strategies to mitigate any negative impacts.

2. Financial Risks:

- a. Monitor fundraising activities to ensure they do not expose the Association to financial loss or legal liabilities.

8. Training and Development:

1. Skill Enhancement:

- a. Encourage committee members to participate in training related to fundraising, marketing, and community engagement.

2. Best Practices:

- a. Stay informed about industry trends and best practices to enhance the effectiveness of the committee's efforts.

9. Confidentiality and Data Protection:

1. Information Handling:

- a. Protect sensitive information about sponsors, donors, and participants.
- b. Comply with data protection laws and the Association's privacy policies.

Version	Date	Description of Change	Approved By
1.0	10/16/2024	Initial release	Board of Directors