



CANBERRA QUILTERS INC
SINCE 1976

Canberra Quilters Inc.

ABN 49 327 425 805

Duty Statement – Sponsorship Coordinator

As a member of the Canberra Quilters' Committee, the Sponsorship Coordinator contributes to managing the affairs of Canberra Quilters to enable the organisation to meet its aim and objectives through developing, maintaining and strengthening Canberra Quilters' relationship with new and existing sponsors. These duties are undertaken in accordance with the Canberra Quilters' Constitution.

General:

- You are friendly, welcoming and inclusive of all members, visitors, and guests.
- You encourage all members to be friendly, welcoming and inclusive of all other members, visitors and guests.
- Liaise regularly and closely with the Communications Officer, Publicity Officer, Newsletter Editor and Exhibition Coordinator in relation to new sponsorships and/or updating/removal of existing sponsorships or notices on sponsors' special announcements/promotions.

Committee and Financial Responsibilities:

- The Committee as a whole approves spending by the group. The Treasurer will seek approval for spending at Committee meetings or via emails if it is urgent.

Meetings:

- Attend the monthly Committee meetings from January to November – this includes giving a report at the appropriate agenda item to provide an update on issues impacting on sponsors – new, existing and ceasing sponsorships.
- You attend exhibition sub-committee meetings each month from February to August and October and at other times if necessary.

Connecting Threads, CQ Website and Blog:

- Notify the Newsletter Editor of any relevant items (additions, changes or removal of logos) in time for the newsletter deadlines. Deadlines are the evening meetings in February, May, August and November.
- Notify the Communications Officer and Publicity Officer of any relevant items (additions, changes or removal of logos) or links for inclusion/removal from the website.
- Monitor web page content whenever browsing the site and notify the Website Coordinator of any updates/corrections needed.



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Sponsorship Responsibilities:

The main tasks of the Sponsorship Coordinator are:

- Contact annual exhibition sponsors in writing to confirm sponsorship, and take responsibility for receipt and distribution of prizes, in consultation with the Exhibition Co-ordinator.
- Co-ordinate sponsorship list on the CQ website and in the exhibition catalogue.
- Liaise with sponsors who offer in-shop discounts to CQ members and ensure the list is up to date in *Connecting Threads* and on the website (with sponsor's logo and link).
- Liaise with the Coordinator of the Biggest Morning Tea regarding requests for sponsorship.
- Advise the Committee of new sponsorship opportunities.
- Actively seek relationships with new or potential sponsors.
- Maintain relationship with sponsors through updates and regular contact (once a quarter) to ascertain if the sponsors have any promotional requirements that Canberra Quilters is able to share through its social media platforms – work with the Publicity Officer on this.

Timeline:

September/October and ongoing –

- Compile list of potential sponsors and whether they were exhibition sponsors or provided services to members such as discounts.

From November to January:

- Contact exhibition sponsors, first by phone, then follow up with confirmatory letters/invitations by email that contain all of the relevant information prospective sponsors need. Set deadline for sponsors' ads for catalogue, in consultation with exhibition catalogue editor. All written correspondence can be done electronically.
- Follow up any new sponsorship opportunities and continue to add to list. Seeking new sponsorships is an ongoing task.
- Create or renew the sponsorship spreadsheet and allocate sponsors as they reply according to the Table of Prizes. Liaise with Exhibition Coordinator and sponsors where duplication of prize donation promises occur.
- Mid-January – follow up with sponsors if able to attend Sponsors and Teachers night in February. Assist sponsors as required.



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Ongoing until Exhibition in August –

February:

- Send reminder emails to those sponsors who are yet to reply.
- Forward any logos of committed sponsors to Newsletter Editor, Communications Officer and Publicity Officer for inclusion on social media, newsletter and website and exhibition catalogue editor.
- Continue to collate replies and update spreadsheet.

March/April:

- Email/Follow up agreed sponsors who are yet to send in vouchers or funds.
- Continue to collate replies and update spreadsheet.
- Follow up regarding catalogue deadlines.
- Forward any new advertising information as it arrives to the Communications Officer, Publicity Officer and Newsletter Editor.
- Liaise with Biggest Morning Tea coordinator re sponsorship requests (concern re double up and load on local sponsors)

May/June:

- Have list of sponsors names for event signage ready and add to as required - DUE by end June
- Continue to follow-up sponsors, collate replies and update spreadsheet and advertising processes as outlined in March/April.
- Follow up sponsors for any outstanding logos and copy/graphics noting any promotional opportunities for the newsletter need to be received by the May deadline.
- Following liaison with Exhibition Coordinator, send email (letter) to key event sponsors regarding attendance at opening ceremony, giving a speech and presenting prize/s.

July:

- Follow up sponsors who have yet to reply, last opportunity, reduced publicity coverage due to proximity to the exhibition and outstanding invitations to the opening ceremony.
- Email confirmed sponsors regarding the opening to have their names added to the entry list - DUE by mid-July ready for Exhibition Coordinator to submit with Guild Kit.
- Book caterers for morning tea after opening ceremony.
- Request from confirmed sponsors any extra information for dissemination on social media or via monthly bulletin email to members (forward any information



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to the Communications Officer and Publicity officer).

August:

- Contact caterers to confirm numbers for morning tea.
- Opening ceremony:
 1. Arrange entry, with Exhibition Coordinator, for sponsors attending the opening, notify sponsors of the arrangements, then meet them at the main door, or leave tickets there for them as they arrive - they are all quite capable of making their own way in, but meeting them is nice if you have the time.
 2. Arrange with EPIC staff for provision of morning tea to be held outside the exhibition entrance. Coordinate the event with Exhibition Coordinator and co-host.
- With assistance from the Exhibition Coordinator and Exhibition Secretary, organise (bundle and label) prizes in preparation for awards night (evening meeting in September). Collate list of sponsors and addresses to be given to prize winners for their thank you letters. Ideally a 1-page document. Print one per prize-winner
- Check with the Exhibition Secretary that all certificates have been printed in preparation for awards night.
- Email thank you letters to all Sponsors for their support of our Exhibition and Canberra Quilters.

September:

- Assist in presentation of prizes, and collection or postage of prizes not collected on the night.
- Prepare and update paperwork and sponsorship agreements for the following year, ready to start the process again.

Other duties:

- Advise the Secretary of amendments/additions to the Perpetual Calendar.
- Advise the Communications Officer of any items of interest for the information bulletin.
- If members voice concerns, suggestions or compliments to you, accept all feedback with grace, thanks and a smile. Take action where needed.
- If things aren't working, work with the Committee to make things better.
- Remember – this duty statement is not a stagnant document. Update it often.