

Circle City Curling Club

Sponsorship Committee

Purpose:

The purpose of the sponsorship Committee is to generate an ongoing revenue stream from the sale of advertising space within the facility. It is expected that the committee will meet on a monthly basis to develop plans for reaching out to potential sponsors and review activities. The committee should submit a list of proposed sponsorship offerings to the Board of Directors for approval. The committee should submit a monthly report to the Board of Directors detailing ongoing and planned activities.

Deliverables:

- Development of a list of sponsorship offerings (signage, in ice graphics, naming rights, other?), including pricing.
- Development of a list of target sponsors and a plan for reaching out to them.
- Engage with the Madison County Chamber of Commerce and manage the club's membership with them.

Membership:

The committee should be comprised of 3 to 5 members, including a committee chair. The most important criteria for membership are the ability and willingness to devote the required time to this effort. Helpful experience includes:

- Sales and Marketing
- Advertising
- Business Management