



# National Council of Corvette Clubs, Inc.

Incorporated 1960

## Job Description

Last updated in September 2012



### **DIRECTOR OF SPONSORSHIP** (Appointed by the President – one year term- no term limits)

The President of NCCC with the approval of the Board of Governors appoints the Director of Sponsorship.

The Director of Sponsorship shall work directly with the President, Director of Public Relations, Business Manager, and Convention Steering Committee Advisor to promote NCCC and secure sponsorship funds to defray expenses of the national organization. (Although appointed at the February meeting, the actual work for the next year's sponsorship program begins at the end of convention.)

### **Duties include:**

1. Solicits funds from the business community to support NCCC and serves as the liaison between NCCC and the businesses.
  - a. Has information ready for the next convention available to be used at the Carlisle event if attending.
  - b. Prepares sponsorship packets to be mailed in the fall, no later than October. Packets include upcoming convention program, sponsorship opportunities, and sponsorship levels.
2. Works directly with sponsors attending the annual convention or Governor's meetings to assure the maximum exposure for that sponsor and coordinates activities at these venues with the Convention Director and NCCC President.
  - a. Plans to attend convention one day prior to the start of the event to assure that sponsors needs and requests are met.
  - b. Schedules a sponsor reception during the week of convention as time allows. Works with Convention Director for procurement of food and beverage.
  - c. Collects door prizes to be given at convention and distributes some to the Charity Committee for use in the dollar raffle at convention.
3. Coordinates membership benefits between the Membership Director and the sponsor and assists in procuring information for the membership packets.
  - a. Coordinates scheduling of membership packet information with the NCCC Distribution Manager.
4. Informs the Treasurer of need for invoices to be sent to sponsors with specific information for that sponsor.
5. Coordinates website listing and information regarding sponsors with the Webmaster, as well as approving business related activities that are included on the website.
6. Responds to requests to have links added to the website from the business community.
7. Assists the Sergeant of Arms in the solicitation of door prizes to be given at the Governor's meeting.
8. Attends shows, seminars, or meetings in the promotion of NCCC as allowed within the budget guidelines.

9. Attends all Governor's meetings and Executive Board meetings and presents a report at these meetings.
10. Participates as an active member of the Finance Committee and the Convention Steering Committee.
11. Prepares an article for each issue of *Blue Bars*.
12. Provides the *Blue Bars* editor a schedule of ads that includes name of sponsor and specific ad information to be included in each issue.
13. Seeks advertising materials as needed, within the Director of Sponsorship budget, to promote NCCC and the sponsorship program.