



# Central PA

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## Sponsorship Chair

The Sponsorship Chair fosters a relationship of mutual benefit between AIGA Central Pennsylvania and representatives from allied fields who service the design community. This usually occurs in the form of cash or in-kind sponsorship for Chapter events. He/she will work closely with the Sponsorship Chair in establishing a calendar and identifying potential sponsors for Chapter events and activities.

### Duties Include:

- Identifying, contacting and nurturing relationships with potential sponsors;
- Maintaining a database of sponsor contact information;
- Providing benefits information to sponsors and ensuring that sponsors receive promised benefits and paper work, including sponsor thank-yous and acknowledgement in promised media (i.e., website, e-newsletter)
- Working directly with event chairs to help secure sponsorship for specific events, by supplying leads and then creating sponsor agreements and invoices, which are filed with the Treasurer;
- Assess the needs of the Chapter and coordinate with Board of Directors to evaluate budgets and sponsorship needs;
- Facilitate/oversee donation requests;
- Act as host and accommodate vendors at events;
- Creating annual and sponsorship structures that specify levels and benefits for in-kind and cash donations.