



Sponsorship Coordinator

Role Type: Volunteer

Time Commitment: 10 hours per month, with additional time required for sponsor outreach, networking and maintaining relationships.

Location: Remote with occasional in-person meetings and networking events

Overview

Are you a people person with a knack for building relationships? As our Sponsorship Coordinator, you will be responsible for securing valuable sponsorships from local businesses, corporations, and organisations to help fund and support our community theatre group's productions and activities. Your role will focus on building and maintaining long-term partnerships with sponsors and ensuring they receive valuable exposure and recognition in return for their support.

This is the perfect opportunity for someone with strong networking skills and a passion for fostering mutually beneficial relationships within the community.

Key Responsibilities

Sponsorship Prospecting & Outreach

- Identify local businesses, corporations, and organisations that would be a good fit for sponsoring SMTC.
- Develop a clear value proposition for potential sponsors, showcasing the benefits of partnering with our theatre group.
- Reach out to potential sponsors via phone, email, or face-to-face meetings to generate interest and secure sponsorship deals.
- Negotiate sponsorship agreements, including terms, expectations, and financial commitments.

Sponsorship Package Development

- Create sponsorship packages that clearly outline the levels of support available, including benefits such as advertising, social media mentions, and event exposure.
- Work with the Marketing Team/Production Assistant to develop promotional materials and ensure sponsor logos and mentions are included in relevant marketing materials, event programs, and our website.
- Tailor sponsorship packages to suit the needs of different sponsors, whether they are local businesses or larger organisations.

Sponsor Relationship Management

- Build and maintain strong, long-term relationships with sponsors to ensure their continued support.
- Regularly communicate with sponsors to provide updates on upcoming productions and events.
- Ensure sponsors feel valued by offering personalised recognition, tickets to shows, and other perks where possible.
- Address any sponsor concerns or queries in a timely and professional manner.

Reporting To & Acknowledging Sponsors

- Keep track of all sponsorship agreements, payments, and terms.
- Send a monthly report to the Directors on sponsorship progress, including the total amount raised and any upcoming sponsorship deals.
- Acknowledge and thank sponsors in public-facing materials, such as show programs, social media posts, and press releases.
- Ensure sponsors receive detailed reports on how their contributions have helped the theatre group and the impact of their support.

Skills Required

- **Strong communication and interpersonal skills** – Ability to build relationships and maintain positive, professional contact with sponsors.
- **Sales and negotiation skills** – Confidence in approaching potential sponsors and negotiating mutually beneficial agreements.
- **Marketing and promotional knowledge** – Ability to create effective sponsorship packages that highlight the value of supporting the theatre group.
- **Organisational skills** – Ability to manage multiple sponsorships and track agreements, payments, and benefits.
- **Networking skills** – Comfortable attending networking events and seeking new sponsorship opportunities in the community.

- **Attention to detail** – Ensuring all sponsor details, benefits, and promotional materials are correctly implemented.
 - **Persistence and resilience** – Ability to handle rejections and continue pursuing new sponsorships.
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KPIs (Key Performance Indicators)

- Secure at least three new sponsors per year.
 - Ideally raise £2,000 in sponsorships annually to support productions.
 - Ensure **100%** of sponsors receive agreed-upon benefits and acknowledgments.
 - Achieve positive feedback from sponsors regarding the value of their partnership with the theatre group.
 - Develop and maintain relationships with ideally a minimum of ten active sponsors.
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Why You'll Love This Role

If you love building relationships and working in a community-focused environment, this role is perfect for you! As our Sponsorship Coordinator, you'll be directly contributing to the success and sustainability of our theatre group by securing essential financial support. You'll have the opportunity to develop your negotiation and networking skills while helping to raise the profile of the theatre group in the local community.