



Sponsorship Coordinator

The role starts about June and follows these dates:

June: Send out a list of “sponsorship opportunities to last year’s sponsors via email, asking them to contact you if they would like to sponsor Dressage again this year.

July: Follow up those that haven’t made contact either via email or with a phone call

July/August: Send out an invoice to the sponsors that have been confirmed, give the list of all invoices etc to the treasurer. Payment is appreciated by the end of September (regardless of the tournament that they are sponsoring) so that they don’t have to be chased up during the season. It also confirms their sponsorship and means that they can go on the website and get maximum exposure.

Create a page of all the sponsors Logos, this can go on the Website, on Facebook and at the back of the schedules.

Ensure that the Dropbox is updated by HO with all the National Sponsor details etc.

September: Start approaching people about donating goods for the silent auction. Put together a list of all items that have been donated, include who donated the item and the RRP of the item.

Follow up any outstanding invoices from the potential sponsors – may need to liaise with the treasurer.

Send a list of all the sponsors and their contact details (one page if possible) to the Event Secretary so that it can be included in the programme, the results and also available to the riders at each tournament.

If there is a sponsor for the December Championship classes then get the company colours to the person ordering the sashes so that they can be made in those colours.

Sept/Oct/Nov/Dec: When the silent auction items come in or are confirmed, update the list, and then make sure that the website and Facebook are also updated

2 Weeks before each Reg Tournament: Contact the sponsors of the tournament and make sure that they are invited to have all or either a trade stand on the grounds, come to prize giving, or have any banners or signs that they want displayed over the duration of the tournament.

November: Start finalising the items for the silent auction, keep the list up to date.

Contact all sponsors that qualify for dinner tickets at the Championship Show to remind them that they have tickets and ask them if they are planning to come to the dinner. Also send out invites to the Tournament and also the Dinner to the National sponsors.

Contact all the sponsors and silent auction donors to see if they would like to have a trade stand at the December Tournament.

Get sheets organised for the silent auction – these go with each item for people to write their bids on, on the night.

Perhaps the items can go on website and we can encourage them to make either bids online or contact the sponsorship person if they would like to make a bid, but can't be at the auction.

December: Finalise stuff for silent auction and anything else that the sponsors want for the tournament and the trade show.

Make sure that the event secretary has all the logos and Banners from the National Sponsors

On the night of the auction, collect the auction papers of each item and work out who has won each item. List all winners and the amount each item sold for on a separate sheet. Collect money or make a note of who is to pay by internet banking. Follow up to make sure that everyone pays and that all items are collected. Tally up the total.

Email all National sponsors to say thank you.

One week after each Tournament: Email all sponsors to say thank you

End of the Season: Bulk email to every sponsor and donator of goods/services at the silent auction. Thank them for their sponsorship and include a bit of a back ground on the season that we have just had and any new initiatives for the coming season that have come from the AGM.