

Job Title:	Clay Fest Sponsorship Chair	Date Created: *01/23/14 Date Revised: *04/27/15	January 2014
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Job Summary *(In three or four sentences summarize the job's purpose and primary focus.)	
Responsibilities include: 1) initiating and developing relationships with groups, companies, and individuals who may be interested in providing sponsorship funding and/or raffle prizes for the show; 2) collecting money and items and 3) ensuring that sponsors receive appropriate publicity as promised.	
Major Responsibilities/Essential Functions	Estimated %ofTimeSpent
To work with the Steering Committee to develop incentives (usually marketing oriented) based on various incremental levels of sponsorship.	10%
To develop and update sponsorship letter (s) to be sent to all prospective sponsors.	25%
To establish funding objectives as part of the budgeting process.	5%
To contact previous sponsors to ensure they will support the show again.	25%
To obtain electronic images/logos from sponsors to be used in promotions.	5%
To receive sponsorship funds and transfer them to the Treasurer	10%
To coordinate with the Poster Chair to ensure the sponsors' logos are available in a timely manner to support the development of the show poster and/or cards.	5%
To work with the Publicity Chair to ensure the sponsors' logos are available in a timely manner to support the development of the show promotional materials.	2%

To follow up after the show thanking all the sponsors personally for their support.	3%
To work with Clay in Ed chair coordinating donated items for fund raising raffle at show.	10%
TOTAL	100%

Job Qualifications *
Preferred Work Experience and Qualifications
<p>Skills: The ability to communicate well with others (potential and former sponsors). Have basic computer skills and to follow through on the required timeline with other chairs.</p>