

Sponsorship Chair

Objective: Identify and recruit prospective cash or in-kind sponsors in the community.

Length of Involvement: 9-12 months

Time Commitment: 3-4 hours per month

Responsibilities:

- Be knowledgeable about the Arthritis Foundation's mission, programs and events
- Attend Walk to Cure Arthritis Committee meetings
- Recruit two to five committee members to assist in sponsor cultivation
- Together with Revenue Committee and Arthritis Foundation staff, create a list of potential sponsors, delegate assignments as to who will contact and follow up
- Discuss leads with Arthritis Foundation staff, assist in setting exploratory meetings with potential sponsors, accompany staff on sponsorship meetings
- Ensure that national and local sponsorship agreements are upheld
- Work with Marketing & PR Chair to ensure media benefits for local and national sponsors are upheld
- Recruit at least one team and assist Arthritis Foundation staff in securing sponsorship from your company
- Assist staff in completing Return on Investment (ROI) report/presentations for sponsors
- Attend the Walk to Cure Arthritis
- Participate in a post-event evaluation meeting

Arthritis Foundation Materials

Sponsor level guidelines

Sample proposal

Proof of nonprofit status

Walk to Cure Arthritis PSA Video