



WMHA Manual of Operations 2021

SPONSORSHIP CHAIRPERSON: (Annual Renewal)

Reporting directly to the WMHA Executive Vice President, the Sponsorship Chairperson responsibilities and duties include but not limited to:

1. Lead the WMHA sponsorship program and look to increase sponsorships on an annual basis;
2. Represent WMHA with the local community and business sponsorship opportunities;
3. Fulfill sponsorship agreements and obligations for each sponsor;
4. Continually seek out and communicate to potential sponsors within the communities;
5. Ensure all proper recognitions are provided to sponsors based on sponsorship levels;
6. Review and approve all team banners and any team seeking additional sponsors to ensure there is no conflict with the association's current list of overall sponsors;
7. Provide suggestions and recommendations to the WMHA Board annually for approval for sponsorship opportunities/agreements;
8. Perform other duties and responsibilities related to sponsorship as requested by the WMHA Board of Directors; and
8. Serve as a member of other committees related to fundraising, tournaments and sponsorships;

Persons appointed to this position, to be eligible, shall possess the following qualifications:

- Obtain valid police vulnerable sector clearance as per the WMHA Screening Policy.
- Become and/or maintain status as a member in good standing with the Association.

IN ADDITION - Will be responsible for the following social media tasks:

8. Create engaging website and social media content and ensure online e-commerce store links are readily available for members;
9. Assist with the creation of promotional assets and graphics such as website and social media photos, banners, advertisements, etc;
10. In-depth working knowledge of Facebook, Twitter, Instagram, YouTube, etc; and
11. Monitor social media analytics (Google Analytics, Facebook Insights, etc.) and report bi-monthly to the WMHA Board;