



OAKVILLE GIRLS SOFTBALL ASSOCIATION

ROLES AND RESPONSIBILITIES

SPONSORSHIP CONVENOR

Reports to: Director of Marketing

Position Overview:

Under the direction of the Director of Marketing, the Sponsorship Convenor is responsible for managing the overall OGSA sponsorship program, soliciting all sponsorship deals, and maximizing sponsorship revenue, working in tandem with the Director of Marketing and League President.

Key Responsibilities:

- Develop and implement an overall league sponsorship policy
- Meet with appropriate members & agencies to discuss ways to maximize all partnerships
- Identify sponsorship prospects for the year, and keep a running list of supporters
- Arrange meetings with interested sponsor prospects

Qualifications & Skills:

- Enthusiasm for promoting the OGSA brand and comfortable eliciting monetary sponsorships
- Preferred experience in marketing, sales, advertisement or business administration
- Excellent oral and written communication skills

Time Requirement:

- This is a periodic 4-month volunteer position running October through January
- Min/Max peak hours 2/5 per week that may require face-to-face meetings
- Must be accessible through email, social media, phone, and willing to travel local

Training Availability:

- Access to Softball Ontario Certified Softball Administrator workshops
- Marketing & Promoting Your Association
- Generating Revenue through Sponsorship, Fund-raising & Grants

⊖ *The Sponsorship Convenor is strictly an OGSA supporting role under the Director of Marketing and is not considered an OGSA Board position. This role is exempt from Board meeting requirements and carries no voting conditions or privileges.*