**Sponsorship Officer**

**Mary Premnath (MBBS IV)**

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| **Name of position:** | Sponsorship Officer |
| **Elected:** | At AGM, by secret ballot |
| **Position description and main roles:**  | The Sponsorship Officer (SO) oversees the relationships between Insight and the varied organisations that choose to support it. Sponsorship represents a major proportion of Insight’s income, as such the SO’s main responsibility is to guarantee the financial viability of the organisation’s activities. Roles include: 1. Organising MoU’s (Memorandum of Understanding) with major sponsors. Requires ability to negotiate and to write documents in precise language.
2. Maintenance of sponsorship relationships. The SO will meet with the sponsors at the start of the year and discuss which events they wish to attend/other promotions they desire and keep in regular contact. Balancing the desires of sponsors with the wishes of event conveners can be challenging. Can be summarised as “keeping sponsors happy”.
3. Seeking out new sponsors. More money will allow Insight to support more worthwhile projects, if time allows the SO should attempt to secure further sponsorship.
4. Organising donations in kind for fundraisers. Involves recruiting volunteers from the committee/exec to seek out prizes/raffle items for fundraising.
5. General executive roles. Includes attending exec meetings, supporting event conveners where possible and providing thoughts on Insight’s strategic direction in the short to long term.

In 2018 the Sponsorship officer also chaired a subcommittee, to aid the sponsorship portfolio and also work with other portfolios within the committee.  |
| **Positives of position:** | * Providing a vital service to an organisation making a small contribution to healthcare in at-risk populations
* Can be very satisfying to secure large sums of money or raffle items
* Upskilling in legal document writing, negotiation & client management
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| **Negatives of position:** | * Can be time-consuming at the start of the year when MoU’s need to be reviewed, renewed or re-negotiated.
* Sponsor requests may be difficult to achieve or be counter-productive to the success of an event
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| **Time required:** | Probably averages 5 hours a week. In first part of the year it was considerably more than this due to 2 new major MoU’s be acquired. Also busy during donation-in-kind season.  |
| **Ideas for the future:** | Securing funding for the indigenous position through the university/other avenues, exploring dental sponsors, improving the donation in kind process.starting a subcommittee, so that the workload is shared and other members can focus on securing new sponsors.  |
| **Experience required:** | None mandatory. Relevant experience (ie: sponsorship officer for another group, participation in donations in kind) is desirable.  |
| **Past office bearers:** | 2018: Mary Premnath (MBBS IV)2017: Shaun Gerschwitz (MBBS III) 2016: Marina Spajic (MBBS IV)2015: Thomas O’Neill (MBBS IV) 2014: Megan Wild (MBBS VI) 2013: Xi (Cicy) Li (MBBS IV)  |