

## Sponsorship Officer

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| <b>Name of position:</b>                    | Sponsorship Officer  |
| <b>Elected:</b>                             | At AGM, by secret ballot   |
| <b>Position description and main roles:</b> | <p>The Sponsorship Officer (SO) oversees the relationships between Insight and the varied organisations that choose to support it. SO's main responsibility is to guarantee Insight's financial viability, thus enabling us to continue educating students through inspiring events; empowering them to practical action in the space of global health.</p> <p><b>Main roles:</b></p> <ol style="list-style-type: none"> <li>1. Organising MoU's (Memorandum of Understanding) with major sponsors. Requires ability to negotiate and to write documents in precise language.</li> <li>2. Maintenance of sponsorship relationships. The SO will meet with the sponsors at the end/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".</li> <li>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.</li> <li>4. Organising donations in kind for fundraisers. Involves recruiting volunteers from the committee/exec to seek out prizes/raffle items for fundraising.</li> <li>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.</li> </ol> |
| <b>Positives of position:</b>               | <ul style="list-style-type: none"> <li>● Providing a vital service to an organisation making a small contribution to healthcare in at-risk populations</li> <li>● Can be very satisfying to secure large sums of money or raffle items, or new sponsors!</li> <li>● Upskilling in legal document writing, negotiation &amp; client management</li> </ul>   |
| <b>Negatives of position:</b>               | <ul style="list-style-type: none"> <li>● Can be time-consuming at the start of the year (around December- February) when MoU's need to be reviewed, renewed or re-negotiated.</li> <li>● Sponsor requests may be difficult to achieve or be counter-productive to the success of an event</li> </ul>   |
| <b>Time required:</b>                       | Around 2 hours a week. Mainly emails to let sponsors know about upcoming events and following up post-event for their feedback. In first part of the year it was considerably more than this due to meetings with sponsors to sign MoUs. The Sponsorship officer generally assists other committee members with events (writing to food sponsors etc.) as well.  |
| <b>Ideas for the future:</b>                | Always on the lookout for potential new sponsors and also reigniting relationships with past sponsors! Exploring dental sponsors and improving the donation in kind process are other good ideas.  |
| <b>Experience required:</b>                 | None mandatory. Relevant experience (ie: sponsorship officer for another group, participation in donations in kind) is desirable.  |
| <b>Past office bearers:</b>                 | 2023: Anjana Prabu (MBBS IV)<br>2022: Rozhin Teimournezhad (MBBS IV)<br>2021: Bora Hyoung (MBBS III)<br>2020: Yeji Kim (MBBS IV)<br>2019: Shanna Lee (MBBS III)<br>2018: Mary Premnath (MBBS IV)<br>2017: Shaun Gerschwitz (MBBS III)<br>2016: Marina Spajic (MBBS IV)<br>2015: Thomas O'Neill (MBBS IV)<br>2014: Megan Wild (MBBS VI)<br>2013: Xi (Cicy) Li (MBBS IV)   |

