



## SPONSORSHIP & DONATIONS COMMITTEE TERMS OF REFERENCE

**TYPE:** Working Committee

**BACKGROUND:** Informed by an extensive review and study conducted in 2010 by the Queen's School of Business, CORK made a concerted effort from 2011 to 2013 to attract larger corporate sponsors. That resulted in the creation of commercial sponsorship packages of various levels (Platinum, Gold, Silver, etc), a list of CORK's sponsorship assets, as well as extensive lists of prospective sponsors in various categories. These items should be preserved and consulted should CORK decide to focus on larger companies again or need to respond quickly to a show of interest. The data also includes information on local businesses.

Although there were a few interesting prospects, ultimately no packages were sold. The attempt was based on commercial return to the sponsor, but the relatively small numbers of participants and spectators was clearly the challenge (the sailing 'demographic' itself was attractive to many of the companies). An additional attraction (based on general corporate image and goodwill as opposed to product marketing), was CORK's connection to youth, sport, health and the environment. Finally, some local contacts showed interest in having CORK host corporate events.

**PURPOSE:** The Sponsorship & Donations Committee, working in close cooperation with CORK staff, will lead the efforts to obtain and retain private sponsorships; donations, gifts in kind, bequests and legacies to support CORK/Sail Kingston's mission and vision.

### **SCOPE AND SPECIFIC AREAS OF RESPONSIBILITY \*:**

1. Seeks out, approach, ask and steward sponsors and donors
2. Supports through consultation and collaboration with CORK staff the marketing and promotion of CORK events and activities
3. Develops and keeps current material for presentation to current contributors; prospective sponsors and donors



4. Coordinate and oversee the benefits and stewardship of current contributors with CORK staff
5. To carry out other fundraising and sponsorship tasks as the Board may direct from time to time

NOTE: The application for and reporting of grants remains the responsibility of the Executive Director.

**COMPOSITION:** A minimum of three persons, of whom at least one shall be a Director but not necessarily the Chair, and the executive director. The Chair and members will be appointed by the Board. The Committee may invite others to attend (but without voting rights) committee meetings as it feels necessary or advisable.

**TIMEFRAMES AND REPORTING:** The Committee shall meet regularly as its responsibilities and activities require. Reports of committee work shall be submitted to the Board on a semi-annual basis.

**APPROVAL/REVIEW DATE:**

Approved by the Board of Directors – 10 December 2019

Review Date –