

Committee:

## SPONSORSHIP



### **Committee description**

The Sponsorship Committee strives to find opportunities for our corporate sponsors to engage with and support ADRP's mission and membership with a specific focus on financial commitments to the International Conference.

### **Chair responsibilities**

- recruit and lead a diverse and growing team of volunteers with a range of experience in donor relations and variety of industries
- act as liaison with the ADRP Board of Directors and the ADRP Volunteer and Member Experience Committee on behalf of your committee
- attend regular ADRP Volunteer Summits at which you will report on committee updates
- manage scheduling and agendas for regular virtual meetings, provide support and guidance to committee members, and assign sponsorship committee tasks as needed
- drive communications to past, current, and potential sponsors
- coordinate with regional conference sponsorship chairs to ensure sponsors are solicited strategically

Appointment begins immediately following the ADRP International Conference and the rotation of the ADRP Officers and Board of Directors, and ideally will last for at least two years. After two years, the co-chairs have the option to renew or step down. Whoever leaves a vacancy is responsible for helping to recruit a replacement and if possible, giving one month's notice to the Board Liaison and the Volunteer and Member Experience Committee.

### **Committee responsibilities**

#### **Time commitment**

The Sponsorship committee meets virtually each month for about one hour. Individual responsibilities, such as outreach and follow-up, can include an additional two to three hours a month.

To gain the most from this volunteer experience, members ideally would commit to two years. Members who wish or need to end their volunteer term before completing then should notify the chair/co-chair and the Volunteer and Member Experience Committee at least one month before stepping away.

#### **Committee structure**

The committee contains a chair, a board liaison, and members. It is also recommended that the Executive Director or ADRP staff appointee attend these meetings.

#### **Goals and strategies**

- Annually update the Partnership Prospectus document which outlines sponsorship packages and ad hoc opportunities to support the International Conference.
- Build relationships with past, current, and potential corporate sponsors
- Track outreach

- Solicit corporate sponsors for financial commitments
  - Provide guidance and answer questions of current and potential corporate sponsors
  - Gathering feedback from sponsors, including testimonials, post-conference
  - Produce and conduct stewardship throughout the year for past ADRP sponsors, including post-conference acknowledgements
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## Will you join us?

### Participating in this committee will give you the opportunity to

- Connect with corporate stewardship partners
- Expand your marketing skill set, including social media
- Think creatively about sponsorship benefits, pricing, and new opportunities
- Collaborate with other ADRP committees
- Partner directly with the ADRP office
- Expand your network with donor relations professionals, Board leadership, and corporate partners
- Gain solicitation experience

### Your skillset—you must

- Be a current ADRP member
- Have or be committed to gaining extensive knowledge of ADRP's codes of conduct, business, and operational practices
- Be comfortable contacting prospective sponsors

## VOLUNTEERING TESTIMONIAL

*Volunteering with the Sponsorship Committee has been such an amazing opportunity. Not only have I been able to expand my network within this fantastic donor relations community, but I have also been able to build connections with corporate partners who work with organizations across the industry.*

*This experience has increased my confidence for building relationships and asking for sponsorships, allowed me to explore new stewardship opportunities, helped to expand my marketing skills, and granted me access to Board leadership. I am so incredibly grateful for my time with these incredible committee members. ADRP is a family I know I can always count on for inspiration, insight, and encouragement!*

-Keelin Schneider, Chair/Co-Chair (2022-2024)

*My involvement with the sponsorship committee has been a rewarding experience! It's allowed me to expand my professional network and give back to our community in meaningful ways. Throughout my time on the committee, I've flexed my strategic thinking skills, learning the art of building lasting relationships with vendors—a process that has been both educational and enjoyable. The role has been incredibly fun, filled with collaborative moments and shared successes. I feel truly privileged to be part of a team that contributes significantly to the success of our international conference.*

-Hannah McKenley, Committee Member (2023-2024)