



Board Position Description: Sponsorship Chair

CDS Parent Community Alliance

Position Overview:

The Sponsorship Chair is a vital member of the Board of Directors for the CDS Parent Community Alliance (PCA). This volunteer role is responsible for developing and managing sponsorship relationships to support PCA-sponsored initiatives and events. The Sponsorships Chair will secure both annual and event-specific sponsors, as well as items for silent auctions and other fundraising opportunities. This role involves building relationships with local businesses and individuals who align with the school's mission and values.

Key Responsibilities:

1. Sponsorship Development:

- Identify and secure annual sponsorships to provide ongoing financial support for the PCA and its activities.
- Develop and pitch sponsorship packages tailored to potential sponsors, highlighting opportunities for community visibility and engagement.
- Cultivate relationships with local businesses, community leaders, and individuals who may serve as sponsors.

2. Event-Specific Sponsorships:

- Solicit sponsorships for PCA-sponsored events, including but not limited to family socials, fundraisers, and school celebrations.
- Work closely with the Events Chair to understand sponsorship needs and align outreach efforts.
- Secure in-kind donations and items for silent auctions, raffles, and other fundraising initiatives.

3. Recognition & Stewardship:

- Collaborate with Marketing Chair to ensure sponsors receive appropriate recognition before, during, and after events through signage, announcements, and other promotional materials.
- Maintain ongoing communication with sponsors to foster long-term partnerships.
- Provide post-event reports to sponsors, including impact summaries and outcomes.

4. Collaboration & Communication:

- Work closely with the PCA President to ensure sponsorship efforts align with school policies and objectives.
- Communicate sponsorship updates, needs, and progress to the PCA Board during monthly meetings.

5. Monthly Meeting Attendance:



- Attend and actively participate in all monthly PCA Board of Directors meetings to provide updates on sponsorship efforts and gather input.
- 6. Record Keeping:**
- Maintain accurate records of sponsorship commitments, deliverables, and contact information.
 - Track sponsorship income and in-kind donations in collaboration with the PCA Treasurer.

Qualifications:

- Strong networking and relationship-building skills.
- Excellent communication and persuasion abilities.
- Experience in sales, fundraising, or sponsorship development is highly desirable.
- Ability to work independently and manage multiple tasks simultaneously.
- Passion for supporting education and fostering community engagement.

Time Commitment:

The Sponsorships Chair position requires an estimated **5-10 hours per month**, with additional time during peak sponsorship outreach periods. This includes attending monthly PCA Board meetings and events as needed.

Term:

This is a one-year volunteer position, with the opportunity for renewal based on mutual agreement.

Benefits:

- Opportunity to make a significant impact by raising funds to support the school community.
- Build connections with local businesses and community leaders.
- Gain valuable experience in fundraising, networking, and partnership development.

If you are enthusiastic about creating lasting partnerships and helping to grow the resources available to the PCA, we encourage you to apply for this rewarding role!