



THE PROBUS CLUB OF BURLINGTON LAKESHORE

Sponsorship Chair

1. The Sponsorship Chair is responsible for developing and maintaining strong, ongoing relationships with external organizations that support Club activities through sponsorship, with particular emphasis on retirement homes.
2. The Sponsorship Chair will:
 - develop and maintain a list of retirement homes and related organizations that may wish to participate in and support monthly Probud meetings;
 - invite organizations to send representatives to designated meetings to provide information, answer questions, and distribute marketing materials to interested members;
 - ensure that each participating organization agrees to provide a sponsorship contribution (currently \$200 per meeting) to offset the cost of refreshments;
 - maintain consistent and proactive monthly communication with participating organizations, building rapport and a strong understanding of their services and offerings;
 - develop familiarity with sponsors' services ("product knowledge") in order to better support engagement with members and strengthen relationships;
 - position the Club as a valuable community partner within the retirement home sector, recognizing that this is a relatively small and relationship-driven community;
 - coordinate scheduling of participating sponsors and confirm attendance in advance of each meeting;
 - ensure that appropriate tables and chairs are set up for sponsor representatives at each meeting, in coordination with the House Committee Chair;
 - support and, where appropriate, attend sponsor-hosted events or functions to strengthen relationships and reinforce the Club's community presence;
 - identify and pursue additional sponsorship opportunities for Club activities, including but not limited to bi-annual Club golf tournaments and special events;

– monitor sponsor satisfaction and address any issues or concerns in a timely manner, ensuring a positive experience for both sponsors and Club members.

3. Provide regular updates to the Management Committee on sponsorship activities, including schedules, participation levels, revenue, relationship status, and any issues requiring attention.
4. Participate as a member of the Management Committee, attending meetings and contributing to overall Club planning and decision-making.

(Time estimate: Approximately 2–3 hours per month)