

Retired Faculty-Staff Association **Sponsorship Chairman Job Description**

The RFSA Sponsorship Chairman performs a variety of duties that includes but is not limited to the following:

- Makes calls to prospective sponsors and makes appointments to inform prospects of the opportunities in sponsoring RFSA.
- Informs prospects of opportunities in advertising in our Fall and Spring magazines and our telephone directory. In addition, in Spring 2016, we started including Sponsors' links to our emails going to our members. This is really extra exposure (advertising) of their names and websites to our members.
- Sells the advertising in full or half page ads to prospective sponsors who are interested in supporting our organization. Current rates are \$1,000 full page and \$600 for half page ads.
- Obtains camera-ready advertisements from each of the sponsors and sends them to Carol Barrett.
- Receives advertisement payments from the sponsors and makes sure that Carol Barrett receives them so they can be recorded by the Business Office.
- Continues to keep in contact with sponsors through out the year to inform them of our work and inviting them to attend our two luncheons so they can be recognized for supporting our association. Also, sends a letter along with each published magazine thanking them and flagging their advertisement in the magazine.

History of the Sponsorship Chairman (Cecil Martinez)

The foundation for this position started in the Fall of 2012 when RFSA was in a financial crisis where surplus funds were close to zero. President Deena Mersky asked the Board for ideas to solve the situation. After she received ideas, she formed a committee with Deena, President Elect Barbara Myers, Past President Peggy Kruger, Carol Barrett and Cecil Martinez to study the situation. Two main ideas came out of this committee.

- A program to solicit sponsors to advertise in our magazine and phone directory
- A raffle to sell tickets at the Fall and Spring Luncheons

When first started soliciting sponsors, we approached businesses that would be a good fit for our members. In addition to being a good fit, the businesses had to be reputable and in good standing so our members would be confident that they would be getting the best goods and services from of our sponsors at the best prices.

Additional goals in our soliciting of sponsors:

- We would solicit only one sponsor in each type of goods or services sold so that our sponsors would not have any competition for our members' needs. This was done to have good relationships with our sponsors and to keep them advertising with us year after year.
- We would limit the number of sponsors (10 sponsors) so that their ads do not distract from the interesting articles written in our magazines, yet the sponsors' ads could be viewed pleasantly by our members.
- The sponsorship income would keep our funds well above the zero balance. So far, sponsorship income has help keep a healthy Operating Fund balance. In fact, we have donated funds to the Scholarship Fund. If the Operating Fund ever reaches an unhealthy balance, a decision will need to be made to increase sponsorship rate or to increase the number of sponsors.

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