



engage  
inspire  
enhance  
promote

## Sponsorship Committee

### Charge

The Sponsorship Committee will work to secure appropriate sponsors, exhibitors, corporate partners, and advertisers in order to achieve budgeted non-dues revenue goals. The committee will work closely with the conference organizers, editorial committee, and staff.

### Composition

Chair plus five committee members serving two-year terms.

### Benefits

- Skill development
- Networking with fellow members and industry experts

### Committee Responsibilities & Tasks

- Develop yearly work plan with fundraising goals
- With staff assistance develop sales material such as annual conference prospectus, rate sheet, etc.
- Advise staff on function of job board and buyers guide
- Create prospect lists and contact if appropriate
- Advise treasurer on progress toward budgeted goals
- Committee to meet monthly
- Communicate by email as needed to prospects, staff, and other committees

### Staff Responsibilities

- Maintain committee roster.
- Schedule meetings, work with chair to develop agendas and complete meeting minutes.
- Provide support to the committee throughout the year.
- Be main point of contact for outreach to prospects to ensure consistency and timely response.
- Update committee on revenue from third party sources such as job board and buyers guide

### Board Liaison

- Laleise Curtiss

### Staff Liaison

- Rachel Daeger ([rachel@nals.org](mailto:rachel@nals.org))
- Justin Fromke ([justin@nals.org](mailto:justin@nals.org))