

### PRMLA Sponsorship Coordinator Responsibilities:

\*\*\*Lacrosse season fiscal year begins in October until September the following year\*\*\*

- **November/December** – Review the tentative budget for the upcoming season that has been created by the PRMLA Treasurer. Identify a target dollar amount for the sponsorship and fundraising efforts.
- **November/December** – Identify any larger Association expenses for the year that may need to be fundraised for.
- **November/December** – Create a Sponsorship Letter for the upcoming season. Can use the previous years letter as a template and update accordingly. Provide the new letter to the Executive Board for approval. Once approved, ensure that the Website/Social Media Coordinator has a copy of the sponsorship letter for the website.
- **December to June** – Have ongoing communication with the PRMLA Treasurer regarding any changes in budgetary requirements/needs.
- **December to June** – reach out to local businesses in person, or via phone/email, to secure sponsorships. Print copies of the sponsorship letter to distribute in person.
- **January to May** – Keep track of sponsorships, the amount, and if they have submitted payment. Pick up and deliver sponsorship cheques to the PRMLA Treasurer.
- **January to May** - Request business logos for every PRMLA sponsor for the Sponsorship Banner and for website/social media. Submit the business logos to the selected company for the Sponsorship banner to be created.
- **May** – invite all PRMLA sponsors to the Opening Ceremony.
- **June** – Collect team photographs from all teams who received an Executive Sponsorship. Send photo and team/sponsor info to the selected company for thank you plaques to be created. Begin in June, end when all photos collected/completed. **Distribute them as early as possible (ideally begin in June).**
- **September/October** – Ensure thank you letters have been sent to all PRMLA Sponsors, outlining the successes of the season.
- **Ongoing** – maintain a document for sponsor information including: business name, contact name, contact information (including phone number, email, and address).
- **Ongoing** – regularly check the PRMLA sponsorship coordinator email address and respond to emails in a timely manner.

### **Sponsorships of importance:**

- Executive Team Sponsorships (per each individual team in REP and in Houseleague)
- Future Stars Tournament Sponsorships
- Future Stars Player of the Game Sponsorships
- Team Pinnie Sponsorships
- End of the Year Award Sponsorships