SPONSORSHIP OUTREACH COORDINATOR

Volunteer Leadership Role • West Coast 4x4 Adventures

PARTNER RELATIONS | REVENUE DEVELOPMENT | BRAND AMBASSADOR

ROLE	Sponsorship Outreach Coordinator	**STATUS**	Volunteer (Unpaid)
REPORTS TO	Club President / Board of Directors	**TERM**	One year (renewable)
EFFECTIVE DATE	October 2026	**CLASSIFICATION**	Leadership Volunteer

1. POSITION OVERVIEW

The **Sponsorship Outreach Coordinator** is a strategic volunteer leadership role within West Coast 4x4 Adventures, responsible for identifying, pursuing, securing, and managing all club sponsorship relationships. This position is the primary point of contact between the club and its commercial partners, ensuring that every sponsorship arrangement is mutually beneficial, professionally executed, and aligned with the club's brand and values.

The Sponsorship Outreach Coordinator works closely with the Club President, Event Coordinator, Treasurer, and Communications Officer to develop a sustainable sponsorship program that supports club operations, reduces member costs, and elevates the West Coast 4x4 Adventures brand in the off-road, outdoor, and automotive industries. The ideal candidate is personable, persuasive, professionally polished, and passionate about growing the club's resources and reputation.

> *"Every sponsor we bring on board is a partner in this community. Our job is to make sure they feel that from the first handshake to the last event recap — because when they win, we win."*

2. CORE RESPONSIBILITIES

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Prospecting & Outreach

- Research and build a prioritized pipeline of prospective sponsors in the off-road, automotive, outdoor, apparel, energy, and lifestyle industries.
- Identify local, regional, and national brands whose target audience aligns with the WC4x4 membership demographic.
- Develop and maintain a sponsorship prospect database with contact information, outreach history, and status tracking.
- Initiate first contact with prospective sponsors via email, phone, social media, and in-person meetings at industry events.
- Represent West Coast 4x4 Adventures professionally at trade shows, expos, and networking events to cultivate new relationships.
- Craft personalized outreach pitches tailored to each prospect's marketing goals and sponsorship potential.

Sponsorship Program Management

- Develop and annually update the club's formal Sponsorship Prospectus and tiered partnership packages.
- Negotiate sponsorship terms, deliverables, and contract agreements in coordination with the Club President.
- Maintain an accurate master record of all active sponsorships, contract terms, renewal dates, and deliverable schedules.
- Oversee sponsor onboarding including welcome communications, brand kit sharing, and introductions to relevant club officers.
- Track and ensure fulfillment of all sponsor deliverables — logo placements, social mentions, event activations, and signage.
- Manage the annual sponsorship renewal cycle including renewal outreach, updated proposals, and renegotiations.

Sponsor Relations & Stewardship

- Serve as the dedicated point of contact for all active sponsors throughout the partnership term.
- Provide sponsors with regular updates on club activities, membership growth, and event outcomes.
- Deliver post-event sponsor recaps including attendance figures, photos, social media metrics, and activation highlights.
- Coordinate sponsor product placements, giveaways, and branded activations at club events with the Event Coordinator.
- Proactively identify opportunities to add value to existing sponsor relationships beyond contracted deliverables.
- Gather and act on sponsor feedback to improve partnership satisfaction and long-term retention.

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Revenue & Budget Oversight

- Set annual sponsorship revenue targets in collaboration with the Board of Directors and Treasurer.
- Track all sponsorship income and report monthly financial summaries to the Treasurer and President.
- Maintain a sponsorship budget covering outreach materials, prospectus printing, and relationship-building expenses.
- Submit quarterly sponsorship program reports to the Board including pipeline status, closed deals, and revenue projections.
- Identify grant, co-marketing, and in-kind partnership opportunities that supplement cash sponsorships.

Marketing & Communications Collaboration

- Collaborate with the Communications Officer to ensure sponsor recognition across all club digital and print channels.
- Provide sponsor logos, brand assets, and placement guidelines to the social media and newsletter team.
- Assist in producing sponsor-facing content including impact reports, partnership case studies, and highlight reels.
- Represent sponsor interests in event planning discussions to ensure contracted activations are properly resourced.
- Maintain a library of club assets — membership stats, event photos, demographic data — for use in sponsor pitches.

3. SPONSORSHIP TIER FRAMEWORK

The Sponsorship Outreach Coordinator is responsible for presenting, selling, and managing the following tiered partnership structure. Tier benefits, pricing, and deliverables may be updated annually with Board approval:

■ **Platinum**	Title Partner — Primary event naming rights, maximum brand exposure, exclusive category	Custom pricing
■ **Gold**	Premier Partner — Logo on all materials, event activation, social features, newsletter	$1,500 – $3,000 / year
■ **Silver**	Supporting Partner — Logo placement, event mentions, social media recognition	$500 – $1,500 / year
■ **Bronze**	Community Partner — Website listing, event shoutout, member discount program	$100 – $500 / year
■ **In-Kind**	Product / Service Partner — Donated goods or services in exchange for recognition	Value-equivalent

Custom partnership packages outside these tiers may be developed with Board approval for high-value or multi-year arrangements. The Coordinator is encouraged to be creative in structuring win-win proposals.

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4. REQUIRED SKILLS & QUALIFICATIONS

- Active membership in West Coast 4x4 Adventures in good standing.
- Demonstrated experience in sales, business development, fundraising, marketing, or related field.
- Exceptional written and verbal communication skills with a professional, confident presentation style.
- Ability to initiate and maintain relationships with business owners, marketing managers, and brand representatives.
- Strong organizational skills with the ability to track multiple active partnerships and deadlines simultaneously.
- Proficiency with email, spreadsheets, and digital tools; comfort with CRM or contact tracking platforms is a plus.
- Self-starter with the initiative to pursue leads independently without requiring direction for every step.
- Comfortable with cold outreach — email, phone, and in-person — and skilled at handling objections professionally.
- Understanding of brand marketing, audience demographics, and sponsorship value propositions.
- Ability to represent the club professionally in all interactions with current and prospective partners.

5. PREFERRED QUALIFICATIONS

- Background in sponsorship coordination, nonprofit development, advertising sales, or account management.
- Existing professional network within the off-road, automotive, outdoor recreation, or lifestyle brand space.
- Experience drafting partnership proposals, sponsorship decks, or grant applications.
- Familiarity with social media analytics and the ability to translate audience data into compelling sponsor pitches.
- Experience managing vendor or partner contracts and ensuring deliverable compliance.
- Graphic design or content creation skills useful for producing sponsor-facing recap materials.
- Prior experience as a brand ambassador, influencer, or event marketer.
- Knowledge of IRS regulations related to nonprofit sponsorship income vs. charitable contributions (if applicable).

6. TIME COMMITMENT

Prospecting & Outreach Activity	3–6 hours	Weekly
Active Sponsor Relationship Management	2–4 hours	Weekly
Proposal Writing & Customization	2–5 hours	Per proposal

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Monthly Board Reporting	1–2 hours	Monthly
Event Coordination w/ Sponsors	2–4 hours	Per event
Post-Event Sponsor Recaps	2–3 hours	Per event
Sponsorship Prospectus Updates	4–8 hours	Annually
Industry Networking / Trade Events	Varies	As available

Total estimated commitment: **10–20+ hours per month**, with higher activity during pre-season outreach campaigns (January–March) and post-season reporting cycles (October–November).

7. AUTHORITY & OVERSIGHT

Outreach Authority: Authorized to initiate contact and conduct preliminary negotiations with prospective sponsors on behalf of West Coast 4x4 Adventures without prior Board approval for each individual outreach.

Contract Execution: All formal sponsorship agreements must be reviewed and countersigned by the Club President before execution. The Coordinator may not commit the club to binding financial or deliverable obligations independently.

Sponsorship Budget: Authorized to approve outreach-related expenses up to $150 per item (print materials, event entry for networking, etc.) without prior Board approval. Larger expenditures require President sign-off.

Sponsor Communications: Serves as the sole authorized point of contact for all sponsor inquiries, proposals, and relationship management. Other club members should not negotiate directly with sponsors without Coordinator involvement.

Tier & Pricing Flexibility: May offer custom pricing or adjusted deliverable packages with verbal President approval for strategic or high-value opportunities, to be formalized before contract execution.

Program Reporting: Required to present a written Sponsorship Program Report to the full Board on a quarterly basis, and an Annual Partner Impact Report at the end of each fiscal year.

8. WHAT THIS ROLE BRINGS TO THE CLUB

■ **FINANCIAL STABILITY**	Sponsor revenue funds events, gear, insurance, and member perks — reducing out-of-pocket co
■ **BRAND CREDIBILITY**	Recognized partnerships with quality brands signal that WC4x4 is organized, professional, and w
■ **MEMBER BENEFITS**	Sponsor relationships unlock member discounts, product trials, giveaways, and exclusive partne

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REACH & VISIBILITY	Co-promotion by sponsor brands exposes the club to new audiences and drives membership gro
COMMUNITY TIES	Strong local and industry partnerships root the club in the broader off-road and outdoor communi
PROGRAM SUSTAINABILITY	A professionally managed sponsorship program compounds year over year as renewals increase

9. PERFORMANCE METRICS & SUCCESS INDICATORS

The Board of Directors will evaluate the Sponsorship Outreach Coordinator's performance annually based on the following key indicators:

Total Sponsorship Revenue	**$5,000+ / year**	Treasurer financial report
Number of Active Sponsors	**5 or more**	Master sponsor log
Sponsor Retention Rate	**70%+ year-over-year**	Renewal tracking spreadsheet
New Sponsors Acquired	**3+ per year**	Signed agreements on file
Outreach Contacts Made	**20+ per quarter**	Prospect database log
Sponsor Deliverable Fulfillment	**100% on-time**	Event recap + contract audit
Sponsor Satisfaction Rating	**4/5 or higher**	Annual partner survey

10. HOW TO APPLY

West Coast 4x4 Adventures welcomes applications from active members in good standing who have the drive, communication skills, and professional polish to grow the club's sponsorship program. The application process is designed to be straightforward and respectful of your time.

Step 1 — Express Your Interest
Email the Club President at president@westcoast4x4adventures.com with the subject line "Sponsorship Coordinator Application – [Your Name]."

Step 2 — Submit Your Application
In 300–500 words, describe your relevant experience in sales, marketing, or relationship management; your vision for the club's sponsorship program; and one or two brands you would immediately pursue as partners and why. Attach a résumé or professional profile if available.

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Step 3 — Informal Interview
Shortlisted candidates will be invited to a 30–45 minute conversation with the President and Treasurer to discuss your approach, goals, and fit for the role.

Step 4 — Board Confirmation & Onboarding
The selected candidate is confirmed by Board vote and immediately begins a 30-day transition period with access to the existing sponsor database, active contracts, and outreach materials.

Application Deadline: Rolling — applications accepted until the position is filled.
Questions? Contact the Club President or any Board member at your next club meeting or via email.

This position description is approved by the West Coast 4x4 Adventures Board of Directors and is subject to annual review. West Coast 4x4 Adventures is an equal opportunity volunteer organization and encourages applications from all members regardless of background or experience level.

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