

Position – Bulldog Program Sponsorship Lead

Position Summary

As the Program Sponsorship Lead you will lead a volunteer group which is responsible for generating and renewing sponsorships for the program.

Responsible for Sponsorship Campaign:

- Create Sponsorship Request Letter/Email
- Collect email/address information
- Track and Report Sponsorship Targets/Actuals (Treasurer support)

Develop a communication strategy that keeps our Sponsors aware of what is happening in the program, opportunities to help with additional projects. Build a Bulldog Sponsorship “community” so the sponsors see the value of their investment into the program.

Work with the webmaster to have the sponsors highlighted on our different communication channels – see below. Help with making sure sponsors are part of the game announcements.

Sponsor Management:

- New Sponsor Banner creation with Printing Vendor – Artwork, Proof and Approval
- Pre Season Installation of Field Banners
- Post Season Take Down of Field Banners
- Thank you frames – creation and distribution

Work with Committee for additional fund raising opportunities with sponsors for mutual benefit of the Sponsor and Program. This should be strategic and be balanced in the amount of effort the program need to do support.

Communication Channels are:

- Bulldog Facebook Site - <https://www.facebook.com/search/top?q=randolph%2C%20nj%20bulldogs>
- Bulldog Website - <https://www.randolphbulldogs.org/>
- Email Communications
- TeamSnap leveraging GM's and Coaches for distribution
- Sponsor Plaques and Communication
- Dawg Alerts

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Required Qualifications

- Willingness to volunteer
- Able to take Ideas into actions
- Ability to Hunt and Farm for Program Sponsors
- Work with a team / group to accomplish Sponsorship Goals

Program Overview

The Randolph Bulldogs football are committed to providing our players with a positive experience in an environment that will teach life's lessons, to develop and understand discipline, teamwork, sportsmanship, competition, and working with others, and to give one's best effort at all times, while having fun in the process.

Our program is run entirely by volunteers working under oversight of the Randolph Recreation Department, Football Program Director (Volunteer), Program Board (Volunteers), Program Committee (Volunteers), Coaches (Volunteers) and General Managers (Volunteers).

The Bulldogs are beholden to Morris County Youth Football League rules and Randolph Recreation department rules and policies.

Our Motto is – Family – Pride – Tradition.

Our Goal is to put Cleats on the Field and create a positive experience for every player.

Position Compensation

Volunteer – with a willingness to help support, improve and create excitement for the Bulldog program.

You will be rewarded with questions, concerns, and overall satisfaction of knowing you are helping kids get out and play. Cleats on the Field!

Time Estimate:

In Season (July – August – September)– TBD – this is when the majority of the collection of Sponsorships happens

Out of Season:

(October – February) – 2 hours a month

(March – June) – 5 – 10 hours a month