



team **NPF**
walk
presented by
abbvie

CHAIR

Sponsor Chair

SPONSORSHIP CHAIR

DESCRIPTION:

The Sponsorship Chair plays a vital role on the Walk Planning Committee by engaging local corporate sponsors. Their primary role includes developing sponsorship prospects, securing sponsors, and managing the delivery of sponsorship benefits.

ROLE:

- Act as point of contact for all Sponsorship activities
- Form your own Walk team, recruit 10 people and start fundraising campaign early
- Identify list of potential sponsors and brainstorm with committee to determine connections to local companies
- Connect with companies about sponsorship opportunities and secure event sponsors
- Collaborate with Corporate Team Chair on encouraging local corporate sponsors to form corporate teams, fundraise, and hold a kick-off event
- Act as liaison to corporate sponsors at the Walk, ensure that they are
- satisfied with their Walk experience and that on-site sponsorship benefits are fulfilled
- Ensure the fulfillment of sponsorship benefits, manage the delivery of post-event thank-yous, and develop sponsor impact reports
- Work with Foundation staff to further engage sponsors in Division activities and ask them to return as sponsor the following year

QUALIFICATIONS:

- Lives or works within the Walk area
- Ability to make the necessary time commitment to the position and availability to attend monthly planning meetings
- Passionate about helping the local psoriatic disease community

Time Commitment: 2-5 hours per month (more during month leading up to the event)

Responsible to: Walk Committee Chair

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