



Canadian Military Police Association
PO Box 712
Winchester, ON
K0C 2K0

**BY-LAW 2 ANNEX H
DIRECTOR OF MARKETING AND SPONSORSHIP
TERMS OF REFERENCE**

1. The Director of Marketing and Sponsorship is selected by the Executive Committee and is a voting member of the CMPA Executive Committee. The Director of Marketing and Sponsorship is responsible for carrying out the following roles and responsibilities:

- Developing and implementing sponsorship sales plans designed to increase revenues in a cost-effective manner. Target objectives include increasing sponsorship donations and creating sponsorship opportunities for CMPA members;
- Developing, maintaining, and implementing sponsorship program guidelines to increase sponsorship recruitment, satisfaction, and support;
- Liaising with corporations for donations or discounts for the CMPA members;
- Managing all sponsorship activities. Responsible for sponsor prospecting, proposal customization and presentation, contract revision and servicing, and sponsor follow-up and support;
- Interfacing with internet marketing to create and manage online sponsorship programs to ensure a steady stream of prospects and future donations;
- Submitting marketing plans, prospect activity, and forecast reports to the President;
- Providing briefings to the Executive Committee as necessary or as requested;
- Ensuring all monies, donations etc. are passed to the Treasurer; and
- Performing other duties as assigned by the President or Vice President.