



Canadian Military Police Association
PO Box 41190
1910 St Laurent Blvd
Ottawa, ON
K1G 1A0

BY-LAW 2 ANNEX H

DIRECTOR MARKETING AND SPONSORSHIP

TERMS OF REFERENCE

1. The Director Marketing and Sponsorship is elected by the membership and is a voting member of the CMPA Executive Committee. The Director Marketing and Sponsorship is responsible to the President for:
 - Developing and implementing a sponsorship sales plan for increasing revenues in a cost-effective manner. Target objectives include increasing sponsorship donations and creating sponsorship products for the membership.
 - 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, sponsor follow-up and support and representing the CMPA at functions (if available).
 - Interface with Internet Marketing to create and manage online sponsorship programs to ensure a steady stream of prospects and future donations.
 - Submit marketing plans, prospect activity, and forecast reports to the President; provide briefings to other Directors as necessary or as requested.
 - Ensuring all monies, donations etc. are passed to the Treasurer for action.
 - Perform other duties as assigned by the President or Vice President.