bernadette's house
empowering female leaders of tomorrow

SPONSORSHIP COORDINATOR

Role	Sponsorship Coordinator	**Team**	Executive Board
Reports to	Vice President of External Affairs	**Collaborates With**	CEO, Grant Writer, Communications & Fundraising Committee

JOB SUMMARY

The **Sponsorship Coordinator** helps secure financial and in-kind support from businesses, faith-based organizations, civic groups, and individual partners. This role focuses on building strong community relationships, developing sponsor packages, and ensuring sponsors receive proper recognition and reporting.

The ideal candidate is outgoing, detail-oriented, and passionate about advancing youth empowerment through strategic partnerships.

Term: No term limits apply unless the Sponsorship Coordinator is also serving as a board member, in which case the standard 2-year term (renewable once, with a 1-year break) applies

Time Commitment: 8–10 hours per week

JOB RESPONSIBILITIES

- Research and identify local businesses and organizations aligned with Bernadette's House mission
- Create, update, and customize sponsorship packages for events, programs, and seasonal campaigns
- Reach out to potential sponsors via email, phone, and in-person networking opportunities
- Track sponsorship commitments, contact logs, and benefit fulfillment in a centralized system
- Ensure all sponsorship deliverables (e.g., logo placement, thank-you features, social media mentions) are fulfilled
- Collaborate with the Communications team on sponsor marketing materials and promotional visibility

Sample Tasks

1. Draft or update a sponsorship packet outlining giving tiers and associated benefits
2. Reach out to three new businesses per month with personalized sponsorship pitches
3. Track all sponsor contacts and commitments in a spreadsheet or CRM system
4. Follow up with sponsors to confirm benefit delivery (e.g., social media posts, logo placements)
5. Coordinate with the Communications team to prepare thank-you graphics and recognition content
6. Provide a monthly report to the VP of External Affairs outlining outreach activity, new leads, and sponsor status

QUALIFICATIONS

Required:

- Strong interpersonal communication and relationship-building skills
- Ability to represent the organization with professionalism and enthusiasm
- Organized and capable of managing sponsor records, benefits, and follow-up
- Experience with outreach, customer service, or sales in any setting
- Proficient with email, spreadsheets, and basic graphic tools (e.g., Canva)

Preferred:

- Background in nonprofit fundraising, marketing, or corporate relations
- Experience creating or managing sponsorship decks or one-pagers
- Understanding of sponsorship ROI and recognition strategies

Personal Traits:

- Outgoing, personable, and confident in outreach and follow-up
- Creative and resourceful
- Committed to the mission of empowering girls and families at Bernadette's House