



<http://www.apcowa.org>

**Name of Committee:** Sponsorship Committee

**Purpose of Committee:** The Sponsorship Committee's mission is to develop, plan, implement and manage the WA State APCO-NENA Sponsorship Program.

**Goals:**

- Raise funds for the Chapter's yearly scheduled events.
- Prospect for new sponsoring organizations in order to achieve the financial objective for the Chapter.
- Create effective recognition for sponsors to show value by encouraging creativity and partnering with the other committees to help meet everyone's needs.
- Be a resource to the Chapter sponsors throughout the year and provide excellent customer service to retain their sponsorship for the future.
- Provide value to the membership by helping to support the overall mission of the Chapter's programs and services through sponsorship.

**Committee Objectives:**

- Determine costs associated with sponsorship opportunities and work with committee to manage sponsorship dollars.
- Develop appropriate value, recognition and acknowledgement process for sponsorships.
- Work with committee to recognize the valuable role sponsors play in the Chapter's mission.
- Recognize all sponsors at appropriate events and in all appropriate communications.
- Serve as a liaison between sponsors, committees and the Chapter Officers.

- Monitor and track successes and challenges for each event. Use this information to implement a more comprehensive strategic plan for the following year.

### **Committee Responsibilities:**

- Secure sponsors for WA State Chapter of APCO-NENA activities, striving to have a full slate of sponsors for each year's scheduled events.
- Communicate with the committee responsible for the sponsored events to ensure that costs are covered and pricing is based on demand and value.
- Establish recognition and other benefits of sponsorship.
- Recommend levels of sponsorship.
- Determine Committee budget.

**Date Committee was established (if known):** June, 2012.

### **Past Accomplishments:**

- Raised funds for Chapter slated events.
- Obtained new sponsorship for the summer conference.
- Provided customer service to the Chapter sponsors during 2012-2013.
- Developed a new recognition program for sponsors that are honored at the summer conference.

**Goals for 2016-2017:** Recruit new committee members; recruitment for interested members is currently under way.