



Committee Description: **SPONSORSHIP**

Chair/Co-Chair Responsibilities:

PREPARE FOR COMMITTEE MEETINGS / UPDATE ACSN BOARD

- MONTHLY:
 - Lead Committee meetings and set agendas
 - Serve on ACSN Board and provide regular updates on Sponsorship Committee progress
 - Attend Conference planning meetings as Sponsorship subcommittee lead
- SUMMER/CONFERENCE:
 - Provide written year-end summary report for Annual Report
 - Attend annual in-person Board meeting at annual Conference

CREATE STRATEGIES TO INCREASE SPONSORSHIP OPPORTUNITIES

- FALL & SPRING:
 - Lead the identification and recruitment efforts for sponsors with a product or mission that will benefit members and alumni in higher education
 - Execute the yearly sponsorship strategies for the annual Conference to ensure high quality engagement with a robust set of sponsors and provide additional Conference revenue
 - Identify opportunities for sponsorship throughout the year; e.g., newsletter, webinars, and other ACSN programs
- SUMMER/CONFERENCE:
 - Coordinate the logistical efforts of the sponsorship portions of the annual Conference

COMMUNICATION WITH SPONSORS

- FALL & SPRING:
 - Coordinate with sponsors to ensure sponsor information is up to date for marketing materials including website, newsletters, and additional communication methods
- SUMMER/CONFERENCE:
 - Communicate before, during, and after the annual Conference to ensure a position sponsor experience
 - Coordinate with Conference Committee re: speaking roles, placement, recognition, and materials for sponsors

Committee Member Responsibilities:

MARKET & CONNECT WITH POTENTIAL SPONSORS

- FALL:
 - Assist in the identification and recruitment of new sponsors
 - Serve as a primary contact for a select group of existing sponsors, fostering relationships to establish a mutually beneficial resource for members
 - Assist in the development and execution of sponsorship strategies for ACSN conference as well as programming throughout the year
 - Connect with the designated member of the Membership Committee/CAM to obtain updated list of 'Partner Members'; solicit list for conference sponsorships
- SPRING:
 - Assist in execution of sponsorship strategies for conference and programming
 - Help draft sponsorship proposals and marketing materials
 - Confirm which sponsors are at which levels (Platinum, Gold, Silver) and obtain logos to promote each sponsor appropriately
- SUMMER/CONFERENCE:
 - Assist in the logistics at the conference, ie. designating which table is assigned to which sponsor, creating and printing table signage, etc.

ATTEND AND ENGAGE IN COMMITTEE MEETINGS

- FALL & SPRING:
 - Attend monthly meetings
 - Serve as a liaison to other committees including Conference Committee, Communications Committee and Membership Committee

Position Terms

2 years – Chair/Co-Chair

1 year – Committee Member

Partners: Companies that have paid for an ACSN membership

Sponsors: Pays for a part of the ACSN Conference; introduced prior to a keynote/session during the conference (Platinum & Gold); staffs a table to market their company's offerings (All package levels)

If you enjoy using the following skills, this committee role may be for you:

- Willingness to be a connector – with potential companies, ACSN members, ACSN board
- Utilize creative problem-solving skills; willingness to try new ideas
- Strong desire to strengthen ACSN as an organization for the future

ACSN Mission

The Alumni Career Services Network (ACSN) supports and enhances the development of alumni career services practitioners by providing meaningful opportunities for professional growth and networking while demonstrating the value of alumni career services to key stakeholders.

ACSN Vision

ACSN will become the premiere global thought leader in our field by promoting best practices and the value proposition of alumni career services. ACSN will cultivate strong relationships with corporate partners, colleges and universities and other key influencers to advance our profession and the delivery of services to alumni.