

Events and Sponsorship Manager – Position Description

Reports To: President / Committee

Position Purpose

The Events & Sponsorship Manager is responsible for planning, delivering, and overseeing club events, as well as securing and managing sponsorship partnerships that support the financial sustainability and community presence of the East Sunbury Football Club. This role plays a vital part in building club culture, driving revenue and ensuring positive, professional relationships with sponsors and the local community.



Key Responsibilities

Event Planning & Delivery

- Plan, coordinate and deliver club events, including season launches, presentation nights, fundraisers, match-day events, community days and special functions.
- Develop an annual events calendar aligned with club goals and key dates.
- Coordinate logistics such as venue bookings, catering, entertainment, ticketing, equipment, volunteer rosters and event promotion.
- Ensure all events are safe, inclusive, financially responsible and executed well.
- Prepare event budgets and post-event evaluations, including financial outcomes and recommendations.

Sponsorship Management

- Develop and implement a sponsorship strategy that supports club growth and financial sustainability.
- Identify, approach, and secure new sponsors from local businesses, corporate partners, and community organisations.
- Maintain strong relationships with existing sponsors through regular communication, recognition and fulfilment of sponsorship agreements.
- Prepare sponsorship proposals, packages and renewal documents.
- Ensure sponsor signage, branding, digital content and promotional opportunities are delivered as promised.

Fundraising & Revenue Generation

- Lead or support fundraising initiatives such as raffles, auctions, canteen events, merchandise sales and grant opportunities.
- Create innovative fundraising ideas that engage players, families and the broader community.

Communication & Promotion

- Work with the Communications/Social Media team to promote events and sponsors across digital platforms.
- Ensure sponsor recognition is consistent, accurate and aligned with agreements (e.g., social media posts, program ads, banners).
- Assist in the development of event promotional materials and marketing campaigns.

Volunteer Coordination

- Recruit, organise, and support volunteers to assist with events and fundraising activities.
- Provide clear instructions, rosters and expectations to volunteers.
- Promote a positive and inclusive volunteer environment that reflects club values.

Risk, Safety & Compliance

- Ensure all events comply with child safety, alcohol and licensing requirements, WorkSafe standards and league/council guidelines.
- Conduct risk assessments for major events and implement mitigation strategies.
- Ensure cash handling, ticketing, raffles and fundraising activities adhere to club policies and legal requirements.

Skills and Attributes

- Strong organisational and project management skills.
- Excellent communication, networking, and relationship-building ability.
- Confident negotiating and presenting sponsorship opportunities.
- Event planning experience and ability to manage multiple activities at once.
- Creative thinker with a focus on community engagement and revenue growth.
- Ability to lead volunteers effectively and promote a positive club culture.
- Financial awareness and ability to manage budgets responsibly.
- Reliable, proactive, and committed to inclusion, respect, and club values.