



PETERBOROUGH CITY SOCCER ASSOCIATION

DIRECTOR OF FUNDRAISING/PROMOTIONS

General Description: Further to contributing to general executive duties and goals, the specific role of the Director of Fundraising/Promotions is twofold. First, the Director of Fundraising/Promotions is responsible for bringing *public awareness* to the sport and to the club in Peterborough and surrounding areas. In this capacity, specific tasks include (but are not limited to):

- corresponding with media on behalf of the club
- looking after branded apparel sales and distribution
- helping organize events/campaigns that can raise the profile of the PCSA in the community.

The second role is to look after club-level *sponsorships*. The Director of Fundraising/Promotions is responsible for field-side and website advertisements, as well as senior team sponsorships, and other organizational agreements that may help offset club costs. The Director of Fundraising/Promotions role is primarily focused on club-wide affairs (not individual youth teams), and the senior programs.

Detailed Duties:

The following duties and responsibilities fall under the role of Director of Fundraising/Promotions (but are not limited to the following):

Public Awareness

-act as a liaison between public media sources (newspaper, radio, T.V., etc.) and the PCSA, notifying the media of upcoming events, special stories (e.g. success stories of our members), and senior team details (e.g. game schedules, scores, etc.)

-provide youth level teams with the necessary resources (e.g. contacts, and process) so that they may contact media with their individual scores throughout the season. This may be done at the spring coaches/manager meetings

-plan out public awareness strategies to raise the profile of the club in the city and surrounding areas. Examples: car sticker program, signs around the city and Eastgate, Family Fun Day, charitable events such as Pink at the Pitch, float in Canada Day Parade and Christmas Parade, etc.

-utilize available platforms, such as the website, to provide information to the public on what is going on within the club.

-obtain information and pricing quotes through a “request for tender” for an apparel program and setting up items available for purchase to PCSA members online and through the canteen (in the past we have had baseball hats, water bottles, toques etc.) Find out if team orders are

also available at discounted (not marked up) prices, in an effort to have the PCSA logo around the city more prominently

Sponsorship

-seek to renew past field-side sponsorships and find new sponsorship opportunities for field-side signs, website, senior teams, etc. (historically, funds from field-side ads go towards the senior teams/programs)