**Chapter Sponsorship Handbook**

***Position***

Lead the development and strategy for annual and event sponsorship plans. Act as primary contact with existing sponsors and solicit potential new sponsors.

***Responsibilities***

* Attend all meetings of the Chapter Board of Directors.
* Collaborate with the Chapter Board in identifying possible sponsors.
* Reach out to potential sponsors and maintain relationships with current sponsors in order to retain and increase chapter funding, as well as sponsor and member satisfaction.
* Work with the programs committee to ensure that sponsorship levels have adequate funding to support events, and that the market suppliers will be satisfied with events they sponsor.
* Ensure that chapter sponsors and logos are correctly identified and listed on the website.
* Work with the Chapter treasurer to ensure sponsors are invoiced and submit funding for correct monetary amounts.

***Qualifications***

* Must be a current member of HIMSS in good standing for the past year.
* Demonstrated leadership skills, strong business acumen and a commitment to perform in an orderly and responsible manner, all duties of the office.

***Annual Checklist***

***Checklist is recommendation and should be edited to align with specific chapter programming***

* Q1 - July, August, September
  + Introductions and check-in with current sponsors
  + Create sales strategy
* Q2 - October, November, December
  + Share ROI overview with annual sponsors
* Q3 - January, February, March
  + Review sponsor packages/offerings
* Q4 - April, May, June
  + Identify new potential sponsors

***Position Resources***

* Chapter Leader Resource Area > Chapter Leadership Essentials > [Sponsorship](http://clra.himsschapter.org/sponsorship-5)

* [HIMSS sponsorship opportunities](https://www.himssmedia.com/marketing-solutions/event-sponsorships) for inspiration on benefits

***Committee Facilitation***

* Acquire updated volunteer interest list from chapter.
* Invite all interested in your committee to the routinely held meetings.
* Schedule the routinely held meetings, at a convenient date/time for the chair
* Hold committee meetings a minimum of X times a year, take minutes and save on chapter repository site
* Identify a co-chair
* Report to the board on a X basis