



CAI – CENTRAL OREGON REGIONAL CHAPTER (CORC)

SPONSORSHIP COMMITTEE CHARTER

Purpose:

The Sponsorship Committee will seek sponsors/industry business partners for CORC events by emphasizing benefits of sponsorship, networking opportunities with potential new clientele and advancement of homeowner education, best practices and professional community leadership development. The Committee will also work to strengthen, broaden and develop working relationships with business partners to promote CAI.

Committee Structure:

The Committee shall consist of at least one (1) member, but no more than five (5). The Committee Chair shall be appointed by the Board of Directors and reviewed annually. The Chair shall be responsible for delegation and fulfillment of the assigned duties and responsibilities.

Duties & Responsibilities:

- Introduce event sponsors at each CORC event.
- Work with Chapter Executive Director (CED) on securing and coordinating sponsors for every CORC event.
- Prepare annual sponsorship packet highlighting different levels of sponsorship opportunities and identifying the benefit of CAI/CORC sponsorship.
- Continually strive to attract new sponsors via traditional advertising, direct access to target market, new business leads, and extended partnerships; while building a strong market reputation.
- Prepare Sponsorship Reports on the status and accomplishments of the committee during the current and prior years to the CORC Board of Directors.