



SPONSORSHIP & MARKETING COMMITTEE

Overview:

Sport Climbing Australia

Sport Climbing Australia was formed from the amalgamation of the Australian Sport Climbing Federation and the Australian Climbing Gyms Association in January 2005. Sport Climbing Australia is the sole peak body in Australia responsible for competition climbing and the development of climbing in artificial climbing environments whether these are indoors or outdoors.

The committee

The sponsorship and marketing of Sport Climbing Australia will be the responsibility of the Sponsorship & Marketing Committee. Ideal applicants for this volunteer 3 to 4 person committee should possess some of the following traits; be skilled in negotiation, have an understanding of business and marketing concepts, a drive to not settle for second best and a knowledge of marketing and promotional techniques.

How to apply:

To apply, please contact Chris Hampton, SCA Secretary, and include any relevant background related to the position.

Email: secretary@sportclimbingaustralia.org.au

Phone: 0417 121 356

Further details on the committee can be found on the following page.



COMMITTEE DETAILS

Mission

To fulfill and exceed the sponsorship and marketing requirements for Sport Climbing Australia (herein referred to as SCA) and any SCA sanctioned events.

Purpose

Ensuring continued material and monetary support for SCA, by local and corporate identities, in both the short and long term; and oversee the public image of SCA.

Responsibilities

The responsibilities of the SCA Sponsorship & Marketing committee include but are not limited to:

- Engaging the support of principal and secondary sponsors for competitions, primarily, but not limited to, National and International events held in Australia.
- Aligning SCA with corporate partners/sponsors for material and physical support.
- Assisting in sponsorship negotiations for any SCA sanctioned event.
- To assess & report on any actions or items of SCA business planned by other parts of the association as to the perceived effect on public image.
- Working with the SCA National Team coordinators to gain sponsorship and support for the team.
- Working on all executive promotional material, and overseeing and approving all material for associated events using the SCA name and logo.
- Using creative positive publicity to heighten the exposure of SCA make the public aware of its purpose.

Initial tasks:

- To outline a more focused list of the committee's short and long term objectives.
- To identify the strategies used to achieve the committee's objectives.
- Documentation of the committee's structure and its working processes to be submitted to and approved by the SCA Board.

Report to:

The committee will report and be directly responsible to the SCA Board.