



TORONTO COMMERCIAL REAL ESTATE WOMEN

Sponsorship Committee Mandate

1. Role and Responsibilities

The Sponsorship Committee (the "Committee") identifies appropriate sponsors annually to ensure sponsorship revenue meets the minimum level required to fund annual operating costs.

2. Reporting

The Committee will report to the Board of Directors (the "Board") of the Toronto Commercial Real Estate Women (the "Corporation"). The Board liaison will be the President Elect. A monthly written update is to be provided for Board review and quarterly updates provided at the leadership meetings.

3. Composition of Committee

The Committee shall be comprised of a Chair or two co-Chairs and a Vice Chair or two co-Vice Chairs. The Chair(s)/Vice Chair(s) should actively encourage and recruit new Committee members. A larger Committee is beneficial so that Sub-Committees can help coordinate activities. Continuity and new ideas are equally important.

4. Logistics/Communication

- Create and keep the Committee team organized and focused
- Set meeting dates, agendas, and update Committee as required
- Distribute meeting agendas/minutes of meetings to Committee
- Coordinate updates/newsflashes for the Toronto CREW weekly emails and website. All material to be submitted in final draft format per applicable timelines.
- Report to the Board on Committee activities/updates as required
- Determine activities and create "To do" lists as required

5. Mandate

The Chair(s)/Vice Chair(s) should read and be familiar with the CREW Network Playbooks, specifically the Sponsorship Development Playbook.

- Identify prospective sponsors and current sponsors by October 1st, of prior year
- Prepare introduction letter and update sponsorship form by October 15th, of prior year
- Mail out first request to all prospective sponsors on lists by October 15th of prior year



- Follow up with phone calls to all new prospective sponsors and those not responding within two weeks of mailing and emails as required for the following two weeks
- Organize bi-weekly committee meetings from August to February
- Coordinate with the Toronto CREW Administrator to ensure that money is received
- Obtain reports from the Toronto CREW Administrator to manage accounting and update Board Liaison and Committee Members
- Send all sponsors a “Thank You” letter and token gift for supporting Toronto CREW
- Send a mid-year communication piece to all sponsors to illustrate Toronto CREW events and successes
- Liaise with Toronto CREW Administrator to ensure that Sponsors are informed of the various events that they receive complimentary tickets to (i.e. Golf and Signature event)
- Participate with Program Committee to ensure that all Sponsors of the previous year are invited to the year-end annual celebration as final “Thank You” for their annual support

Creation and maintenance of budget

- Establish the revenue and expense budget
- Obtain budget approval from the Board
- Monitor and maintain the budget
- Work closely with Toronto CREW Administrator to Sponsorship receipts
- Approve all invoices, request payment through Toronto CREW

Liaise with other Committees

- Marketing and Communications Committee – re letters to potential sponsors, and “Thank You” letters. All material to be submitted in final draft format per applicable timelines.
- Golf Committee – re Golf related offerings to the various sponsorship levels
- Programs Committee – re Program related offerings to the various sponsorship levels
- Toronto CREW Administrator – re Sponsorship receipts vs. commitments, invitations to events with complimentary tickets

6. Authority Level

The Committee has authority to make recommendations to the Board for changes to the program.