



Archery Victoria^{inc}

Archery Victoria Inc
P.O. Box 288
YARRAVILLE VIC 3013

ARCHERY VICTORIA – Sponsorship and Marketing Committee

Archery Victoria is seeking up to 6 nominees to form the Sponsorship and Marketing Committee. The need to explore additional avenues of revenue and promotion is seen as critical to achieving our Strategic vision. Additional revenue will ensure that Archery Victoria can maintain the low cost of fees to members and will supplement our programs to deliver quality outcomes for our athletes. Marketing our sport to the community is also essential to our growth. The committee would initially be tasked with:

- a. Developing a Terms of Reference for the Committee for sign-off by the AV Board.
- b. Exploring opportunities for sponsorship for individual athletes, member clubs and archery across Victoria as a whole.
- c. Reviewing the current AV Sponsorship Policy including ethical and community considerations.
- d. Developing a marketing policy and procedures for AV including ethical and community considerations.
- e. Generating marketing ideas for archery in Victoria.
- f. Developing a marketing plan in line with the current Strategic Plan and projects.
- g. Submitting an annual budget (including income and expenditure) for sponsorship and marketing requirements to the CFO.
- h. Reporting to the AV Board on a minimum quarterly basis.

The workload involved in this sub-committee can be scaled to suit the needs and requirements of the members of the committee. Depending on the work involved AV may be able to supplement the committee with expert support or contracts.

Anyone who is interested in becoming involved in the committee should submit an Expression of Interest by email to secretary@archeryvic.org.au by nlt 19 July 2021. Questions can also be sent to this email.

Your EOI should provide details of your involvement in archery and your ability to support the work of the committee or role involved. You may also briefly outline how you see the work in this role proceeding and what you will bring to the role/committee. The initial EOI does not need to be extensive, however, it should provide sufficient information to assist the AV Board in their decision-making process. Follow-up information may be requested.