

HAMPSHIRE RUGBY FOOTBALL UNION LIMITED

Terms of Reference 50
Sponsor Management Board
Created August 2019



COMMERCIAL DIRECTOR

5001 Primary Purpose

The primary purpose of the Commercial Director is to raise finances for Hampshire RFU.

5002 Secondary Purposes

- 1 To find Sponsors and to investigate opportunities and seek and pursue offers of financial and other assistance from individuals and commercial concerns to further the objects of the Union.
- 3 To strengthen the links between Rugby and the Community to harness the Game's potential as a force for good in Society.

5003 Accountability

The Commercial Director is accountable to the Management Board for marketing the activities of the Union and for advising the Member Clubs and the Management Committee thereon.

The Commercial Director reports directly to the Executive Director.

5004 Tasks

- 1 To formulate proposals to attract sponsors.
- 2 To ensure that the requirements of sponsorship agreements are met fully with Executive Director.
- 3 To promote fundraising opportunities.
- 4 To promote partnership initiatives.
- 5 To assist advertising and promotional work carried out on behalf of the Union with the Executive Director.