



Committee Description:

SPONSORSHIP

Committee Member Responsibilities:

MARKET & CONNECT WITH POTENTIAL SPONSORS

- FALL SEMESTER:
 - Assist in the identification and recruitment of new sponsors
 - Serve as a primary contact for a select group of existing sponsors, fostering relationships to establish a mutually beneficial resource for members
 - Assist in the development and execution of sponsorship strategies for ACSN conference as well as programming throughout the year
 - Connect with the designated member of the Membership Committee/Riggs to obtain updated list of 'Partner Members'; solicit list for conference sponsorships
- SPRING SEMESTER:
 - Assist in execution of sponsorship strategies for conference and programming
 - Help draft sponsorship proposals and marketing materials
 - Confirm which sponsors are at which levels (Platinum, Gold, Silver) and obtain logos to promote each sponsor appropriately
- SUMMER/CONFERENCE:
 - Assist in the logistics at the conference, ie. designating which table is assigned to which sponsor, creating and printing table signage, etc.

ATTEND AND ENGAGE IN COMMITTEE MEETINGS

- FALL & SPRING SEMESTERS:
 - Attend monthly meetings
 - Serve as a liaison to other committees including Conference Committee, Communications Committee and Membership Committee

Co-Chair Responsibilities:

PREPARE FOR COMMITTEE MEETINGS / UPDATE ACSN BOARD

- FALL & SPRING SEMESTERS:
 - Lead committee meetings and set agendas
 - Serve on ACSN Board and provide regular updates on Sponsors Committee progress and meeting minutes

CREATE STRATEGIES TO INCREASE SPONSORSHIP OPPORTUNITIES

- **SPRING SEMESTER:**
 - Lead the identification and recruitment efforts for sponsors with a product or mission that will benefit members and alumni in higher education
 - Execute the yearly sponsorship strategies for annual conference as well as offerings throughout the year
- **SUMMER/CONFERENCE:**
 - Coordinate the logistic efforts of the sponsors portions of the annual conference

COMMUNICATION WITH SPONSORS

- **SPRING SEMESTER:**
 - Coordinate with sponsors to ensure sponsor information is up to date for marketing materials including website, newsletters and additional communication methods

Position Terms

1 year – Committee Member

2 years – Co-Chair

Partners: Companies that have paid for an ACSN membership

Sponsors: Pays for a part of the ACSN conference; introduced prior to a keynote/session during the conference; staffs a table to market their company's offerings

If you enjoy using the following skills, this committee role may be for you:

- Willingness to be a connector – with potential companies, ACSN members, ACSN board
- Utilize creative problem-solving skills; willingness to try new ideas
- Strong desire to strengthen ACSN as an organization for the future

ACSN Mission

The Alumni Career Services Network (ACSN) supports and enhances the development of alumni career services practitioners by providing meaningful opportunities for professional growth and networking while demonstrating the value of alumni career services to key stakeholders.

ACSN Vision

ACSN will become the premiere global thought leader in our field by promoting best practices and the value proposition of alumni career services. ACSN will cultivate strong relationships with corporate partners, colleges and universities and other key influencers to advance our profession and the delivery of services to alumni.