

Terms of Reference – without playing areas

Committee Objective

The objective of the Sponsorship / Marketing / Media Committee is to access and co-ordinate options to raise extra monies, and to use all available opportunities to promote the sport of bowls.

Membership of Region Sponsorship/Marketing/Media Committee:

- Interested members of Clubs must submit expressions of interest to the Region Board.
- Sponsorship / Marketing / Media Committee members must be appointed by the Region Board. The Board should use its discretion on the number. Minimum 3 – 5 but more may be appropriate.
- The President of the Region Board is to chair the first meeting of the Sponsorship / Marketing / Media Committee.
- The Chair of the Committee is to be appointed by the Committee.
- The Secretary will have the portfolio of Sponsorship / Marketing / Media and shall be an ex officio member of the Committee.
- The Committee must report to the Board on a regular basis, through the Secretary.

Operating Principles:

- The Sponsorship / Marketing / Media Committee must be autonomous.
- The Sponsorship / Marketing / Media Committee must establish a meeting schedule and methods of communication at the first meeting and inform the Region Board.
- Only members of the Sponsorship / Marketing / Media Committee can vote on any issues to do with Region Sponsorship / Marketing / Media.
- Unexplained non-attendance at three consecutive meetings results in termination of a place on the Committee.
- The Region Board must fill any casual vacancy.

- To ensure that the Committee has the best interests of all bowlers in mind when making decisions or recommendations, the Committee should not be influenced or biased by personal involvement and declare any conflict of interest.
- Sponsorship / Marketing / Media Committee members must respect and honour the confidentiality of the Committee deliberations and decision making.
- The Sponsorship / Marketing / Media Committee must be cohesive and present a united front. Decisions and recommendations belong to the whole Committee.

Responsibilities of the Region Sponsorship/Marketing/Media Committee:

- To actively seek sponsorship for the Region.
- To co-ordinate all sponsorship so that all parts of the Region are treated equally.
- To co-opt other individual members to assist when required.
- To support clubs in writing grant applications as necessary.
- To use all methods available to promote the sport of bowls – including various media and events.
- To co-ordinate any websites and social media platforms used for Region business.
- To be approachable and responsible in promoting bowls.
- To liaise with Bowls Victoria personnel.
- To be cognizant of all relevant policies including Bowls Victoria Social Media policy.
- To communicate effectively and efficiently with the Region Board, other Committees, Clubs and bowlers.