

College and University Professional Association for Human Resources

Southern Region

Position: Director-at-Large for Corporate Partnerships

Position Summary

Identifies, solicits, and recruits corporate partners as possible sponsors and/or exhibitors for the Southern Region Conference. Oversees and coordinates corporate partner activities and recognition during Conference.

July

1. Sends letter to corporate partners from previous year thanking them again for their participation and inviting them to consider being involved in the coming year.
2. Sends letter to Chapter Chairs, Host Committee members, etc., soliciting potential new corporate partners. Past Past Chair assists in this process
3. Reviews corporate partner evaluations from prior Conference.
4. Revise sponsor information/application on SCUPA-HR website.

August

1. Sends letter to past and potential partners to announce the Conference for the coming year with promise of further information subsequent to September Board meeting.
2. Prepares list of possible corporate partners for upcoming Conference.
3. Creates listing of the probable sponsorship opportunities.

September

1. Prepares report for Board meeting, including summary of responses from corporate partner evaluation forms.
2. Attends September Board meeting.
3. While at Board meeting, confirms hotel space and security needs for corporate partner exhibit area, determine set up configuration and needs, (electrical and internet) and determine shipping issues/cost, etc., to convey corporate partners as needed.
4. Updates sponsor/exhibitor contracts for coming year, reviews with Chair.
5. Sends letter to potential corporate partners inviting them to consider being involved in the upcoming Conference providing available details concerning sponsorship opportunities.
6. Assigns sponsor follow up responsibilities to corporate support committee members.
7. Solicits and provides to the Director for Communication any potential partner ads for the fall newsletter.

October/December

1. Completes telephone follow up to previously mailed letters of invitation to corporate partners.
2. Sends confirmation letter and contract subsequent to affirmative responses to previously mailed corporate partner invitations.
3. As payments are received, sends via certified mail with transmittal memorandum indicating corporate partner name, status, and amount enclosed to CUPA National office with a copy to the Board Treasurer.
4. Prepares report to the Board of the activity and status of corporate partner invitations and commitments (This should include an assessment of the extent to which additional Board members may be needed to facilitate success in meeting projected revenue from corporate partners.)
5. Keeps Chair continuously informed of commitments and revenues.

January

1. Conducts telephone follow up to established and confirm potential corporate partners.
2. Conducts telephone conference call with committee to assess progress.
3. Sends exhibitor and sponsorship information to Ex-Officio Director of Communication and Marketing and the Web Master for inclusion on the web site.
4. Sends exhibitor and sponsorship information to Ex-Officio Director of Communication and Marketing for inclusion in conference program.
5. Provides report of corporate partner contracts (exhibitors and sponsorships) and projected revenue to the Chair and Treasurer.
6. Conducts follow up on any outstanding contracts and payments due from corporate partners.

February

1. Sends confirmation packet to corporate partners (include details on arrival/set up times, confirm anticipated arrival time, shipping information, Conference program brochure, Conference registration information, number of corporate reps/meals, hotel information, establish provisions and determine needs for AV/electrical needs, gift solicitation for prize drawing, etc.)
2. Solicits volunteers for on site assistance at the Conference from committee members.
3. Conducts follow up on any outstanding contracts and payments due from corporate partners.

March

1. Provides corporate partner/booth set up information and list of corporate partners to the hotel.
2. Arranges for details concerning the hotel receiving corporate partner shipments prior to the Conference, storage arrangements and costs, and crate storage during Conference.
3. Conducts follow up on any outstanding contracts and payments due from corporate partners.

April

1. Attends Board meeting and Conference.
2. Have the hotel deliver any pre-shipped materials to each table prior to the corporate partners arriving.
3. Insure that necessary boxes/crates are stored until Tuesday take down.
4. Be available in the exhibit area on Sunday to personal greet the corporate partners as they arrive/set up.

5. Determine participation for prize drawing.
6. Find out if corporate partners will attend the social events.
7. Be in the exhibit area early Monday morning.
8. Check on corporate partners throughout the Conference, thanking them for their role and the importance of their presence in making the Conference possible and successful.
9. Personally thank corporate partners, exhibitors, and volunteers at the Conference and invite them to next year's Conference.

May/June

1. Send thank you letters to corporate partners, exhibitors and volunteers.
2. Summarizes evaluations identifying areas for improvement for the coming year.
3. Summarizes lessons learned and recommendations for next year to new Director for Corporate Partnerships.

Throughout

1. Maintains spreadsheet of corporate partner mailing list, contacts, and committees
2. Seeks potential corporate partners.
3. Encourages Chapters to solicit potential corporate partners with the Chapter's domain.
4. Determines/identifies potential and new leaders.

Prize Drawing

1. Typically: (1) Must be present to win, (2) Can only win one prize.
2. Consider: Drawing names in advance and announce names, distribute gifts at designated time.
3. To improve the flow of the event, use a microphone and set up the room so it "flows" well
4. Keep event moving.
5. Use the event as a final opportunity to publicly acknowledge the importance of the role of the corporate partners and the region's appreciation.