



Dubai Exiles Rugby Football Club

PO Box 24987, Dubai, UAE

Tel: +971 (0) 5459 8603

Email: administrator@dubaixiles.com

Website: www.dubaixiles.com

Sponsorship Director at Dubai Exiles RFC

The role of the Sponsorship Director is a critical one at Dubai Exiles RFC hence its position on the Club Committee. Sponsorship is one of the two main financial lifelines at the Club, the other being membership subscriptions. The Sponsorship Representative is directly responsible to the Club Chairperson and the members of the Club

Responsibilities and Duties of the Sponsorship Director

The sponsorship director will:

- Work with the General Manager and Section Directors to ensure awareness of sponsorship opportunities at the Club is high within all management roles across the club (e.g. coaches and age group managers) and with the membership more broadly by utilising a wide variety of communication channels.
- If necessary create a Sponsorship Sub Committee to work with all sections of the Club
- Work with the GM to create a broad range of attractively priced and innovative sponsorship packages at varying price points. This can range from player sponsorships, first aid kit suppliers, insurance sponsorships, match day packages, clubhouse naming rights, warm up strip sponsorships etc
- Lead on engaging with potential sponsors once leads have been identified from any source and brought to his or her attention, as well as seeking out prospective sponsors themselves by using the comprehensive membership database and their own and members' networks.
- Ensure proposal material is current, accurate and available in a flexible format to suit different types of inquiry
- Through the GM work with our law firm sponsor Dentons to ensure a legally binding and secure sponsorship contract is raised between the club and the sponsor and that the terms of the contract are adhered to by sponsor and club alike
- Ensure that monies due and/or pro bono services are paid/provided so within agreed timeframes
- Work with the Chairperson and Section representatives supported by the GM to ensure activation commitments to the Sponsor are met.

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Patron: His Highness Sheikh Mohammed Bin Rashid Al Maktoum

License No: SRL-SL-10-006



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- Work to demonstrate ROI to all sponsors and to ensure ROI and broader sponsorship objectives are met.
- Seek to ensure a dedicated POC for sponsorship activation is nominated by the Sponsor
- Seek to maximise our USPs where you can – history, clubhouse, membership networks

Knowledge and Skills Required

Ideally the sponsorship Director should be:

- Possessing a good knowledge of DERFC, its people, its operations and its history
- Outgoing, friendly, welcoming and approachable and passionate about DERFC
- Well-organised
- A good communicator
- Passionate about our sports and club ethos
- A target driven person
- Business minded
- A good negotiator
- Efficient and a quick thinker
- Meticulous over the details
- Punctual and responsive to inquiries made of him/her

Estimated Time Commitment Required

- The estimated time commitment required as the sponsorship director is 2-3 hours per week during the season (evenings and Fridays primarily) and the same hours out of season.

Appointment & Succession Planning

- The sponsorship director is appointed for a period of 24 months by the AGM in general consultation with the members of the Club.
- The maximum a representative can serve in that role is 4 years.

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- The sponsorship director should ideally acquire skills to enable him/her to potentially succeed to the position of President when required.
- Each sponsorship director should be thinking of identifying a potential successor, introducing them to the key elements of the role and working with them to grow “ownership” of the Club by the members.

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