

## Sponsorship and Partnership Steering Committee

IDEC will leverage their brand and organizational position as the leading organization for interior design educators in collaboration with corporate and industry partners. Sponsorship should support the goals of both the sponsor and IDECs current strategic plan while insuring that these partnerships maintain IDECs brand image and reputation.

**Chair:** The Past President serves as Chair of the Committee

**Term (for all positions):** A maximum of 2 years from time of appointment.

### **Committee Members:**

Appointments are made by the IDEC Board. A minimum of 4 and maximum of 5 members may serve on the committee.

Members include, but are not limited to:

- IDEC Director
- IDECF Director or representative
- Members in good standing

**IDEC Staff:** The IDEC Staff member responsible for sponsorships and partnerships serves as a liaison to the committee

**Project Time Commitment:** 4-6 hours on average monthly with more between September – March due to the Annual Meeting

**Communication Channels:** Monthly online calls will be held with all task force members and IDEC Staff member leading the sponsorship and partnership process.

## Responsibilities and Duties

- Sponsorship and Partnership Chair oversees the committee and convenes the meetings.
- Chair reports the activities of the Committee to the IDEC Board of Directors monthly
- Ensure that all potential partnership of IDEC uphold IDEC's mission and preserve constituent trust
- Determine what is and is not for sale to organizational partners and sponsors
- Pursue new leads for partners or sponsors
- Identify potential Partnerships and Sponsorships
- Broker introductions between staff and potential partners when needed
- Serve as a sounding board for staff when new opportunities are identified
- Approve all strategic partners on behalf of IDEC leadership
- Ensure that all partner and sponsor agreements are carried out to both party's satisfactions

## Timeline

- **Monthly** –Chair provides monthly updates to BOD
- **April** - Committee approves any proposed changes to partnership/sponsor materials (e.g. the prospectus)
- **September** – Committee review lead list and identifies new companies
- **October** – Staff Member begins sponsorship solicitation
- **January-March** – Accomplish deliverables, preliminary review
- **June** – Provide input to the upcoming Annual Budget on partnership/sponsorship revenue goals