

Udvalg

Sponsorudvalget i Rugby Danmark

Ansvarlig

Rugby Danmarks bestyrelse

Reference

Udvalget udpeges af Rugby Danmarks bestyrelse for ét år ad gangen, umiddelbart efter repræsentantskabsmødet.

Sammensætning af udvalget

- Formand, udpeget af bestyrelsen, med overordnet ansvar for udvalgets arbejde.
- Ét medlem fra Rugby Danmarks bestyrelse.
- To yderligere medlemmer med relevant erfaring.
- Sekretariatschefen for Rugby Danmark.

Kriterier for medlemmer

- Erfaring med sponsorater i sportsverdenen.
- Kompetence i at skabe og vedligeholde kommercielle partnerskaber.
- Fokus på at støtte Rugby Danmarks strategiske mål.

Formål

Udvalget skal styrke Rugby Danmarks økonomi ved at udvikle og implementere en sponsorstrategi, der skaber værdi for både sponsorer og organisationen.

Mødevirksomhed

- Minimum fire møder årligt, inkl. et opstartsmøde efter repræsentantskabsmødet.
- Ekstra møder afholdes efter behov (fysisk eller digitalt).

- Formanden koordinerer møderne og sikrer opfølgning.
- Bestyrelsesmedlemmet repræsenterer udvalget ved relevante bestyrelsesmøder.

Ansvarsfordeling

Udvalgets overordnede opgaver

- Udarbejde en samlet sponsorstrategi, der støtter både landsholdene og øvrige aktiviteter i Rugby Danmark.
- Identificere potentielle sponsorer og udvikle materialer, der kan anvendes af både udvalget og landsholdene.
- Bidrage med strategisk sparring til landsholdene i sponsorarbejde, men uden at overtage deres opgaver.
- Pleje og styrke eksisterende sponsorrelationer gennem tæt samarbejde.
- Arbejde med kommunikationsansvarlige for at øge synligheden og styrke sponsorernes engagement.

Formandens opgaver

- Lede udvalgets arbejde og sikre overholdelse af strategi og deadlines.
- Deltage i møder med bestyrelsen og andre relevante parter.
- Stå for dialog med sponsorer og evaluere samarbejder.
- Koordinere arbejdet med sekretariatet og andre udvalg.

Udvalgsmedlemmernes opgaver

- Bidrage aktivt til udvikling og implementering af sponsorstrategien.
- Identificere og kontakte sponsorer samt deltage i udarbejdelse af materiale.
- Vedligeholde dialog med sponsorer for at sikre deres tilfredshed og engagement.

Sekretariatets opgaver

- Administrativ støtte og praktisk koordinering af udvalgets arbejde.
- Håndtering af kommunikation med sponsorer efter behov.
- Sikre opdateret sponsormateriale og vedligeholdelse af sponsorrelationer.

Godkendt af Rugby Danmarks bestyrelse:

Dato

English version

Committee

The Sponsorship Committee of Rugby Denmark

Responsible

The Board of Rugby Denmark

Reference

The committee is appointed by the Board of Rugby Denmark for a term of one year, immediately following the general assembly meeting.

Composition of the Committee

- Chairperson, appointed by the Board, with overall responsibility for the committee's work.
- One member from the Board of Rugby Denmark.
- Two additional members with relevant experience.
- The Secretary-General of Rugby Denmark.

Criteria for Members

- Experience with sponsorships in the sports world.
- Competence in creating and maintaining commercial partnerships.
- Focus on supporting the strategic goals of Rugby Denmark.

Purpose

The committee's purpose is to strengthen the economy of Rugby Denmark by developing and implementing a sponsorship strategy that creates value for both sponsors and the organization.

Meeting Activities

- A minimum of four meetings annually, including an initial meeting after the general assembly meeting.
- Additional meetings will be held as needed (either physical or digital).
- The chairperson coordinates the meetings and ensures follow-up.
- The Board member represents the committee at relevant Board meetings.

Distribution of Responsibilities

Committee's Main Tasks

- Develop a comprehensive sponsorship strategy that supports both the national teams and other activities in Rugby Denmark.
- Identify potential sponsors and create materials that can be used by both the committee and the national teams.
- Provide strategic advice to the national teams in their sponsorship efforts, but without taking over their tasks.
- Nurture and strengthen existing sponsorship relationships through close collaboration.
- Work with communications managers to increase visibility and enhance sponsor engagement.

Chairperson's Responsibilities

- Lead the committee's work and ensure compliance with the strategy and deadlines.
- Participate in meetings with the Board and other relevant parties.
- Handle communication with sponsors and evaluate partnerships.
- Coordinate efforts with the Secretariat and other committees.

Committee Members' Responsibilities

- Actively contribute to the development and implementation of the sponsorship strategy.
- Identify and contact sponsors, and participate in creating materials.
- Maintain communication with sponsors to ensure satisfaction and engagement.

Secretariat's Responsibilities

- Provide administrative support and practical coordination of the committee's work.
- Handle communication with sponsors as needed.
- Ensure the sponsorship materials are updated and maintain sponsor relationships.

Approved by the Board of Rugby Denmark:

Date