

**Charles Sturt University Community Broadcasting Board** (hence referred to as “2MCE Board”)

### **Sponsorship committee – Membership and Terms of Reference**

#### **Type**

The 2MCE sponsorship committee is a sub-committee of the 2MCE Board.

#### **Term**

This Membership and Terms of Reference is effective from the date noted in the 2MCE Board minutes and will be ongoing until reviewed or terminated by the 2MCE Board.

#### **Purpose**

The role of the 2MCE sponsorship committee will be to provide oversight of 2MCE sponsorship and fundraising activities in line with the station’s mission statement, aims and audience profile.

## **SECTION 1 - MEMBERSHIP**

### **Composition**

- (1) Membership of the sponsorship committee shall be:
  - a. an appointed 2MCE Board member will Chair the 2MCE sponsorship committee;
  - b. 2MCE station manager (Ex-officio member);
  - c. SCCI HoS or representative;
  - d. a community representative will be appointed by invitation from the 2MCE Board;
  - e. a 2MCE volunteer presenter will be selected by the 2MCE Board from a call for expressions of interest or by direct invitation.
- (2) The Chair of the 2MCE sponsorship committee may invite other people to attend meetings for specialist matters.
- (3) Members of the 2MCE sponsorship committee will commit to:
  - a. attending all scheduled 2MCE sponsorship committee meetings;
  - b. wholeheartedly championing 2MCE throughout networks;
  - c. sharing all communication and information across all committee members;
  - d. making timely decisions and taking action on sponsorship matters;
  - e. notifying members of the committee, as soon as practical, if urgent sponsorship matters arise.
- (4) Members of the 2MCE sponsorship committee will expect:
  - a. that each member will be provided with complete, accurate and meaningful information in a timely manner;

- b. to be given reasonable time to make important decisions;
- c. to be alerted to potential risks and issues that could impact 2MCE sponsorship;
- d. open and honest discussions, without resort to any misleading assertions.

### **Term of Office and Quorum**

(5) The term of appointment for members of the sponsorship committee shall be two years. The 2MCE Board can extend a committee membership appointment to a maximum appointment of two terms.

(6) A quorum for the sponsorship committee is three members of the committee

### **SECTION 2 – MEETINGS**

(7) Meeting arrangements include:

- a. the sponsorship committee shall conduct four ordinary meetings each year;
- b. meetings will be scheduled for two hours;
- c. meetings will be conducted by the Chair, or in the absence of the Chair by the station manager;
- d. decisions will be made by consensus (i.e. members are satisfied with the decision even though it may not be their first choice). If not possible, the committee Chair makes the final decision;
- e. meeting agenda and minutes will be prepared by the station manager, this includes:
  - a. preparing agendas and supporting papers
  - b. preparing meeting minutes and information
- f. if required, matters can be considered by the committee membership through email correspondence;
- g. minutes of each meeting will be forward to the next scheduled 2MCE Board meeting.

### **SECTION 3 – TERMS OF REFERENCE**

#### **Scope**

(8) The 2MCE sponsorship committee has scope to:

- a. regularly review sponsorship sales income to assess trends;
- b. review sponsorship rates and packages to ensure 2MCE is competitive in the market;
- c. review effectiveness of sponsorship as a fundraising activity;
- d. review sponsorship administrative operations and make recommendations for updates if required;
- e. contribute to sponsorship administrative operations if required;
- f. review the audience to keep abreast of listening habits;
- g. seek feedback from local businesses to assess sponsorship effectiveness;
- h. identify and implement ways to invite new sponsors to 2MCE;
- i. identify and/or implement station initiated activities to raise the profile of 2MCE in the community;
- j. identify and/or implement other potential fundraising activities;
- k. encourage greater involvement in promotions and sponsorship operations by presenters;

- l. liaise with programming and training committees to meet fundraising objectives;
- m. ensure opportunities are available to support the SCCI learning and teaching programme;
- n. investigate grant income opportunities
- o. investigate opportunities to work with CSU Marketing
- p. ensure sponsorship operations align with licence conditions, legislation and codes of practice.

### **Authority**

(9) The 2MCE sponsorship committee has authority to:

- q. recommend sponsorship rates;
- r. recommend fundraising activities;
- s. recommend policy matters to the 2MCE Board;
- t. advise station staff on sponsorship related operational issues;
- u. communicate with presenters regarding promotion or sponsorship matters.

### **Amendment, Modification or Variation**

(10) The sponsorship committee Membership and Terms of Reference may be amended, varied or modified by the 2MCE Board.