



## **ODS Open & Championship Shows**

### **Sponsorship/Vendor Coordinator – Position Description**

#### **Fall previous to show year –**

- Update Omnibus listing with help of entire committee. Create ad for sponsorships in Omnibus.
- Confirm bedding & title sponsors as early as possible so they can be named in all marketing materials.

#### **Winter previous to show year –**

- Work on updating the mailing list and watch ads for potential sponsors.
- Work with show committee to recruit new members for team – vendor hostess, food bank coordinator, PR person, program designer, banquet coordinator and silent auction coordinator.

#### **February prior to show –**

- Attempt to confirm Gold and Platinum level sponsors so they have first chance on being featured in print materials.

#### **March prior to show –**

- Using prices obtained from ODS Office, confirm next year's sponsorship, advertising, and vendor prices at March/April meeting. Some may need to be adjusted.
- Create first draft of Early Bird postcard (for renewal reminders), renewal letters, Sponsorship Packet, Price List, Contract and review other PR materials the PR person may need for show.
- If possible, have sponsorship materials at booth at Albany Expo.

#### **April prior to show –**

- Prepare draft of print materials to present to committee at next meeting.
- Work to recruit/renew presenting, platinum and gold sponsors
- Mail out Early Bird post cards for last year's sponsors and for ODS Business Members, giving them first opportunity for Championship Sponsor placements. 1<sup>st</sup> priority goes to ODS Business members (per bylaws), 2<sup>nd</sup> is last year's sponsors.

#### **May prior to show –**

- Send out renewal letters to last year's sponsors who have not yet responded to post card.
- Send out invitation/renewal letter to vendors from previous year's show
- Draw up contracts with all new and potential sponsors found throughout winter and spring.

**June 15 prior to show –**

- June 15 – deadline for Early Bird renewals (business or same class). All classes open for sponsorship at this date.
- Compose and begin sending broadcast e-mails to ODS to discuss sponsorship drive and to recruit sponsors/vendors.

**July prior to show –**

- Obtain high resolution logos from all sponsors that need to be featured on poster or in program and send them to show manager!**

**August 1<sup>st</sup> prior to show –**

- Deadline for Sponsors/vendors/Advertisers
- E-mail/mail for missing advertisements
- E-mail/mail invoices for missing money
- E-mail/mail for missing PA Announcements
- E-mail/mail for missing in-kind donations
- Send DRAFT LIST of sponsors and vendors to show manager, awards coordinator and program designer!**

**August 15<sup>th</sup> – 31<sup>st</sup> prior to show –**

- Obtain information from Show Secretary on which classes need championship and reserve championship sponsors assigned (all Friday classes with one or more entry, and all Sat/Sun classes with two or more entries. Sat/Sun entries with only one entry will need championship sponsors only).
- Obtain approximate number of stalls to be bedded from Show Secretary.
- Send final broadcast e-mail to ODS Membership seeking sponsorships to fill in holes.
- Final list of assigned sponsors appears on the ODS Championships website and is sent to program designer, show manager and awards coordinator.
- Call bedding sponsor to place order and arrange delivery (Wilco Newberg/Dry Den)

**Two weeks prior to show –**

- All in-kind donations and fliers are due for exhibitor goody bags.
- Assemble announcer's book filled with PA announcements for vendors/sponsors/advertisers

**Monday prior to show –**

- Obtain programs and mail one copy of program to each sponsor/advertiser with reminder invitation to attend the show.
- Broadcast thank you to sponsors and advertisers with list (links) and invitation to come SHOP at the show...include in broadcast admission information.

**Tuesday/Wednesday prior to show –**

- Coordinate bedding delivery with sponsor and Volunteer Coordinator.

**Thursday prior to show –**

- Help set up awards booth with thank you notes for each class sponsor, plus extras for in-kind and other sponsors.
- Set up promotional fliers at front gate (work with Hospitality Person)
- Give any final details and information to Vendor Hostess

**Week after show –**

- Mail thank you cards.
- Journal notes regarding methods that were successful, need improvement or need to be overhauled for next year.