

**It takes guts to make it stop.**

## Sponsorship Captain

Gutsy Walk is the signature national fundraising event for Crohn's and Colitis Canada, with almost 60 communities across Canada coming together on one day in June to raise money to advance medical research on these devastating chronic diseases that touch 1 in 150 Canadians. Together, we will make Crohn's and colitis stop. For life.

As the Sponsorship Captain, you will lead the securing of cash sponsorship and gift-in-kind donations, including:

- During planning stages, work closely with Walk Chair and staff partner, with regular updates
- In partnership prepare local sponsorship strategy and prospect list. Complete prospect coordination and establish dollar values for Gutsy Walk 'sell' sheets
- Connect with local businesses ideally face-to-face or email/telephone to review sponsorship opportunities and recognition benefits available through Gutsy Walk
- Prepare and send all sponsorship agreement letters/invoices in a timely, professional manner ensuring that benefits are fulfilled as per agreements, follow up with timely post-event thank yous
- Act as the point person for sponsorship having on-site requirements and booth materials ready
- Manage on-site sponsorship recognition benefits, sharing details and requirements to sponsors
- Follow all Crohn's and Colitis Canada policies and procedures

Time Commitment:

- Committee meetings take place monthly from approx. September to May, with additional meetings leading up to event day and a post-event wrap up meeting.
- Some evening and weekend activity is required for sponsor contact and follow up. Some daytime availability is ideal (phone calls, emails). Participate in webinar trainings offered nationally to be familiar with processes and tools at your disposal
- This role requires a commitment to follow through until post-event wrap up in June/July

What you bring:

- Comfortable speaking in front of others and making an 'ask'. Background in sales or account management an asset.
- Excellent English communication (written/verbal) and professional, timely customer service focus
- Outgoing, friendly manner with a focus on relationship building and follow through

What we offer:

- A community of support, a dedicated staff partner, team of peers and role-specific training
- An opportunity to use and grow professional skills, expand your network
- A hands-on chance to make a meaningful difference in the lives of people living with Crohn's and ulcerative colitis in your community

I have read, understood and agree to fulfill the responsibilities as outlined. I make a commitment to be active in this role from \_\_\_\_\_ to \_\_\_\_\_.

\_\_\_\_\_  
Volunteer Signature & Date

\_\_\_\_\_  
Staff Partner Signature & Date

**Crohn's and Colitis Canada commits to supporting you in your role and to providing an engaging volunteer experience. Your feedback is appreciated- [volunteer@crohnsandcolitis.ca](mailto:volunteer@crohnsandcolitis.ca)**