



MARYBOROUGH CASTLEMAINE DISTRICT FNL

Sponsorships & Partnerships Portfolio

- The Sponsorships & Partnerships portfolio board member is responsible for overseeing and supporting the procurement of securing commercial partnerships, ensuring sponsorship agreements are implemented, and promoting the MCD FNL brand.

Key Duties include:

- **Sponsorship Acquisition:** Working with the Competition Coordinator to identify potential sponsors and oversee the creation of compelling sponsorship packages that provide value for both the league and the sponsor.
- **Brand Management:** Ensuring consistent messaging and branding across all platforms, including digital and print media, league events, and merchandise.
- **Partnership Management:** Maintaining strong relationships with sponsors, ensuring they receive appropriate recognition and return on investment, and renewing sponsorship agreements.
- **Key Stakeholders:** Maintain relationships with key stakeholders organisations and peak bodies including but not limited to AFL Victoria, Netball Victoria, BUFA, neighbouring Leagues including BFNL in Ballarat.