

Sponsorship Lead Job Description

The **AIGA DC DotGov** initiative is being refreshed and restarted for the DC design community. As part of that work, this position (Sponsorship Lead) will assist the DotGov Civic Design Chair in support of the DotGov initiative's multiple fundraising efforts, with several specific stated goals:

1. Short-term

- a. Identify needs in support of short-term small and large events (i.e., in-kind sponsorships of spaces, tables, food, etc.).
- b. Identify high-value prospects, develop cultivation strategy; and function as a highly communicative partner with DotGov team and sponsors.

2. Long-term (2025 Conference)

- a. Identify needs in support of a late-2025 DotGov Conference, including in-kind solicitations, strategy for sponsorship tiers, etc.
- b. Identify high-value prospects, develop cultivation strategy; and function as a highly communicative partner with DotGov team and sponsors.

3. AIGA DC-wide

- a. Support AIGA DC Sponsorship team fundraising and/or sponsorship efforts, as needed.

The **Sponsorship Lead** will work together with the other sponsorship lead and DotGov committee members to help the DotGov Civic Design Chair develop the necessary strategy, processes, and best practices to ensure DotGov events (both big and small) are able to set and maintain quality standards, connect sponsors to the DC government and civil society design community, and deliver experiences that enhance our audience.

About the 2025 Conference: *The DotGov Design Conference 2025 will be a volunteer-run conference that honors and unites civic*

tech experts, offering a range of programming such as keynote speeches by renowned designers, smaller workshops, and more. The conference theme is Inclusive by Design: Empowering Civil Servants and Advocates Through Design.

*The DotGov Design Conference 2025 has expanded its scope to encompass diverse fields, interests, and members of the federal, state, and local government design community at all levels, **as well as the civil society and nonprofit design community.***

Key Responsibilities

The Sponsorship Lead is responsible for supporting fundraising efforts by helping to manage potential and confirmed sponsor information and communication. In practice, these core responsibilities may include:

- Brainstorming new sponsorship opportunities and conducting initial outreach.
- Managing partner and sponsor relations to achieve financial goals in partnership with the AIGA DC Executive Team, DotGov Civic Design Chair, and other Sponsorship team members.
- Following up with secured sponsors for required information and to ensure secured benefits (like conference tickets) are delivered.
- Tracking and maintaining a list of our outreach efforts with status and other important information.
- Working with the Programming Leads and other committee members to continually understand sponsorship needs, across small and big events / short-term and long-term initiatives.
- Report to the DotGov Executive Team about the performance and outcomes of their work
- Create documentation for the transfer of knowledge to the future DotGov leaders and volunteer committee members

In an average week, the Sponsorship Lead might:

- Attend the weekly check-in for the DotGov Sponsorship Team.
- Check-in with DotGov Executive Team members on the progress of a given task, such as finalizing documentation of relationships with key partners
- Prepare a draft agenda or deck for a prospective sponsor meeting.
- Review copy for a marketing email and social media posts soliciting new sponsors.
- Monitor event planning.
- Weigh in on a key budgetary consideration.
- Brainstorm an opportunity for an in-kind donation of space for an event.

What We're Looking For

The ideal candidate:

- Is persuasive, resourceful, and possesses excellent
 - Relationship-building,
 - Communication, and
 - Management skills.
- Is a passionate individual who believes in the mission of DotGov Design to cultivate, celebrate, and communicate design and its impact across government and civil society.
- Is committed to learning and proactively seeks opportunities to ask questions and learn to grow in their role.
- Will bring a unique perspective to DotGov Design and can communicate in ways AIGA DC has not thought of before.

Meeting and Time Commitments

- **An average week may require 5-8 hours of work between developing strategy, initiating and maintaining outreach efforts, and checking in with the DotGov Executive Team and other volunteer teams.**

- During the Spring/Summer, this might look like 4+ hours per week as we get started, but as we get into the heavy-lifting of planning during the Fall the time requirement is likely to look like 8+ hours per week.
- Participates as needed in Executive Team and Sponsorship meetings, and other volunteer committee meetings as needed.
- Responds to all Slack requests within 24 hours and monitors relevant channels to address any issues proactively.
- Monitors and responds to all emails promptly.
- Flags any possible support outage ASAP to allow for planning.