

# Events, Sponsorship & Marketing Committee

## TERMS OF REFERENCE

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### **Background**

Under the SCA (NSW) Constitution, the Events, Sponsorship & Marketing Committee provides support and offers recommendations to the SCA (NSW) Management Team and the Board.

### **Scope**

To develop event concepts and ensure financial viability of major events such as Principals Retreat, Principal's Night Off, Golf Day, Awards and Convention.

### **Activities**

- a. Recommend basic structures of major events
- b. Recommend content for major event
- c. Recommend keynote speakers or MC of major events
- d. Review business case, prepare budgets, and monitor performance
- e. Recommend potential sponsors, partnerships, and industry collaborations
- f. Review sponsorship offerings for major events
- g. Support the SCA (NSW) team in maintaining sponsor relationships, including tracking sponsor benefits, managing communications, and gathering feedback for improvement.
- h. Develop criteria and methods to evaluate the impact and return on investment (ROI) for sponsors post-event, ensuring alignment with their business objectives.
- i. Collaborate with the SCA (NSW) team to create comprehensive marketing plans for major events, including audience targeting, timelines, and promotional strategies.
- j. Provide input on event branding and messaging to ensure consistency with SCA (NSW)'s brand image and objectives

Education programs held within events are the responsibility of the education committee.

### **Composition**

The Committee generally comprises a maximum of 8 members:

- Chair (appointed by the Board)
- All Members' SCA (NSW) members
- A representative of SCA (NSW)
- A Board member of SCA (NSW)

Selection criteria will be based on industry experience and the ability to contribute to the outcomes expressed in terms of Reference. The Chair is appointed by the Board. The Chair (appointed by the Board) selects Committee members at their discretion.

Committee members must be current financial members of SCA (NSW) for the duration of their appointment.

The appointment is for one year from the date of the first Committee meeting after the AGM or the commencement of the next AGM (whichever comes first).

The Committee may invite representatives to attend the meetings at their discretion. Outcomes will be decided by a majority of Committee members present at meetings. Outcomes are presented as recommendations to the Board.

### **Frequency of Meetings**

The Committee aims to meet every second month (i.e. 6 meetings p.a.) and may regulate as it considers appropriate.