

Skelton Show

Job Description

Title: Sponsorship Secretary

Purpose: Responsible administering show sponsorship including banners and adverts along with invitation letters, ensuring payment and in conjunction with section heads, seeking new sponsorship including preparing associated details for the show schedule and catalogue and Show Day itself. The Society have invested in market leading Showing Scene software which once populated should be of great value to this post.

Key Responsibilities:

December.

- Ensure existing database set up in showing scene
- Get new list of classes for industrial section and note changes.
- Produce banner usage policy.
- Using Showing Scene, prepare letters/emails to go out to previous sponsors and a separate letter for potential new sponsors.
- Hold a meeting with Head Stewards of sections that require sponsorship and Trade Stands to give continuity of approach/any new ideas.
- Write info for website/showing scene.

January Onwards.

- Contact all 2025 sponsors with letter requesting sponsorship for 2026.
- Deliver letters to local community- newsletter style with request included.
- Contact any new potential sponsors.
- Liaise with Skelton School Secretary to have letter sent out to parents.

February Onwards.

- Chase up previous and potential sponsors.
- Use Xero software to invoice sponsors.
- Keep track of what classes have already been covered.
- Allocate classes /sections to sponsors who have given general sponsorship.
- Liaise with section heads.
- Collate information in preparation for schedule production in March.

Mar/April Onwards

- Ensure lunch passes and sponsorship tickets have been ordered in preparation for schedule being available.
- Provide info and liaise with printers for schedule.
- Proof read schedule to ensure correct details including spellings of names etc.
- Produce thank you letter for all sponsors.
- Post out /deliver letter, badges and lunch passes to sponsors using agreed formula.

May Onwards

Collect/ arrange sponsorship vouchers and products from companies.

- Continue to get sponsorship and send out reminders to people to who have not paid invoices.
- Collect adverts in correct format for printers.

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June Onwards

- As above especially ensuring adverts are all in place and people are fully paid up.
- Produce list of sponsors for Catalogue.
- Provide any additional sponsorship details to printers as well as any corrections and adverts for catalogue.
- Produce sponsorship labelling for show day for all sections. This was new for 2025 but it was worthwhile.
- Liaise with Social media person re- additional publicity for those who are main sponsors over £400.

July

- Produce a list of banners for show day.
- Place banners up around the main ring the day before the show.
- Check only those who have paid or have been given permission to put a free banner up are around the ring.
- If needed the removal and storage of banners at the end of show day.
- Provide main ring commentator with details of those main sponsors so they can be mentioned during the day.

Essential Skills/Knowledge

1. Excellent administration and organisational skills
2. Computer literate with experience in use of Microsoft suite
3. Ability to work to deadlines

Desirable Skills/Knowledge

1. Friendly manner (both face-to-face and on the telephone)
2. Accuracy and attention to detail
3. Knowledge of local area and an interest in agriculture

Remuneration

By annual honorarium payable immediately after the show

2025 Rev 2 26 October