

Sponsorship Chair, AIGA Philadelphia

This is a volunteer position

Start/End Date: March 2023 – June 2025

OUR ORGANIZATION:

Founded in 1914 as the American Institute of Graphic Arts, AIGA is now known simply as “AIGA, the professional association for design.” In 1981, a group of Philadelphia designers formed AIGA Philadelphia, the first local chapter of the American Institute of Graphic Arts. AIGA Philadelphia’s purpose is both integral and complementary to the national organization: to provide the highest standards within the profession and the business community and to stimulate interest and understanding of graphic design and visual communication through lectures, exhibitions, and other activities. We recognize diversity through professional backgrounds, years of practice, areas of professional experience, economic level, cultural background, age, ethnicity, place of origin, sexual orientation, gender identity, and cognitive and physical abilities.

AIGA is the profession’s oldest and largest professional membership organization for design—with more than 70 chapters and more than 18,000 members—we advance design as a professional craft, strategic advantage, and vital cultural force.

For more information about AIGA Philadelphia, please visit us at <https://philadelphia.aiga.org/>.

THE ROLE:

As the Sponsorship Chair, you will play a vital role in supporting the Chapter's partnership initiatives which include annual partnerships, programming partnerships, resource partnerships and in-kind donations of goods or services. The Sponsorship Chair will provide operational support to the Strategic Partnership Director and ensure that the board maintains partnership commitments. Working closely with the Strategic Partnership Director, the Sponsorship Chair will be responsible for collecting and incorporating all partnership branding and messaging into chapter communication and materials.

WHAT YOU WILL ACCOMPLISH:

- You will maintain the chapter’s contact database that houses the information of current partners and potential prospect partners
- You will create promotional materials that showcase the value of potential partners becoming involved with AIGA Philadelphia
- You will connect with new partners to obtain supporting marketing collateral (logos, website URLs, etc.) to include partnership branding on any applicable Chapter communication materials
- You will manage the inventory and placement of partnership materials at Chapter programming events, and any other benefits
- You will ensure that our partners feel appreciated by ensuring that AIGA keeps its commitments to our partnerships
- You will coordinate with the Treasurer on invoicing for monetary donations

WHO YOU ARE:

- You are a relationship builder and enjoy connecting with stakeholders
- You have experience with creating marketing material (strongly preferred)
- You have experience with Google Drive and Google Spreadsheets (strongly preferred)

HOW TO APPLY:

We are very excited to review your application. Please follow the steps below and you should hear from our team within 72 hours. All documents and questions should be submitted to Bernardo Margulis at bmargulis@philadelphia.aiga.org.

1. **Letter of Intent:** please submit a one page letter of intent explaining why you are interested in the role and what makes you particularly qualified for the position.
2. **Current Resume and Contact Information**
3. **Two professional reference statements:** may be current or former supervisors or colleagues.
 - a. This is a 250-500 word minimum statement that speaks to the skills required for the role, and why the candidate is a fit.
4. **Completed Tasks:**