



Events & Sponsorship Committee

TERMS OF REFERENCE

Purpose:

Based on the Operational Business Plan for a governing year, support the AMBA staff in the development and production of the annual events calendar; assist in the development and execution of annual and event-specific sponsorship strategies.

Scope:

- *Successfully complete approved annual work plan*
- *Support the Events & Sponsorship Specialist in the development of the annual events calendar*
- *Assist the Events & Sponsorship Specialist in researching event speakers, panels, moderators*
- *Provide feedback and industry insight into relevant professional development topics*
- *Research venues and vendors as requested by the Events & Sponsorship Specialist*
- *Support marketing and communications efforts in relation to events by distributing marketing materials (digital and physical)*
- *Be an AMBAssador for AMBA events & sponsorship opportunities in the member community*
- *Research and build relationships with appropriate sponsorship leads*
- *Assist in the brainstorming and development of all sponsorship initiatives*
- *Leverage key relationships to promote sponsorship opportunities as appropriate*
- *Assist the AMBA team onsite as needed at all events*

Committee Type:

Operational Committee

Membership & Structure:

Up to 6 members comprised of 1 Director, a minimum of 2 non-director members, and the Events & Sponsorship Specialist

- *Chair (Events & Sponsorship Specialist)*
- *Staff Liaison (Administrative Coordinator)*

Subcommittees:

Subcommittees may be formed to complete specific tasks/projects as needed.

Meetings:

Meetings will occur a minimum of 4 and a maximum of 12 times annually.

Location of Meetings:

Meetings will be held at the AMBA office or by Zoom videoconference.

Reporting

The Events & Sponsorship Committee is accountable to the Executive Director.



Term Limits:

Committee members serve a minimum term

of 1 year and a maximum term of 4 years

Quorum

A quorum shall consist of more than 50% of the voting membership on the committee.

Voting

Business arising at any meeting of this committee shall be decided by a majority of votes. The Committee Chair shall not have a second vote in case of a tie.

Committee Members:

Membership to this committee is determined based on application. Applications will be reviewed by the Executive Director and the best-fit candidates selected accordingly.

Amendments or Changes to Terms of Reference:

Terms of Reference will be reviewed and approved annually by the Board of Directors.

Date of Last Review:

December 19, 2019

Skillset

Knowledge

- *Be familiar with AMBA's vision, mission, values, goals, strategic plan, governance structure*
- *Have an understanding of the not-for-profit sector and member-based organizations*
- *A basic understanding of mortgage broker industry events (i.e. professional development, socials, conference)*

Leadership

- *Ability to inspire and mentor others*
- *Use resources effectively to achieve set goals, including organization tasks, delegating responsibilities, and directing resources*
- *Enthusiasm and passion for elevating the mortgage broker industry*

Strategic Thinking & Decision Making

- *Ability to consider the big picture while being goal/future-oriented*
- *Ability to process large amounts of information; synthesize and incorporate multiple viewpoints and perspectives*
- *Ability to make informed decisions efficiently and take action when needed*
- *Ability to be objective at all times about what is best for the whole association rather than what is best for a particular constituency*

Experience

- *Experience volunteering in events or with sponsorship programs an asset*