



SUB-COMMITTEE TERMS OF REFERENCE

FINANCIAL AND SPONSORSHIP DEVELOPMENT

Background

YPCC plays in the senior division of the Victorian Turf Cricket Association, and fields four teams who play at the Ryder and McAlister Ovals in Royal Park. YPCC have played at these grounds since 1945.

The Club's unusual name is derived from Harry Youlden, our founding father and Kensington bookmaker who established Youlden Kensington Cricket Club in 1922. Youlden Kensington and Parkville Cricket Club merged in 1972 to create YPCC.

Purpose

- Prepare and implement a sponsorship plan that includes revenue targets for the season.

Membership

- The Financial and Sponsorship Development Sub-Committee is chaired by the Vice-President;
- Deputy chair is the club Treasurer;
- The Financial and Sponsorship Development Sub-Committee will consist of a maximum of 5 members, including the Vice-President and Treasurer;
- Three members are not required to be members of the Club Committee, or general members of the club

Responsibilities

- The sub-committee chair will develop a meeting schedule;
- Prepare and implement a sponsorship plan targeting local businesses prior to the season commencing;
- Identify opportunities to generate funds through grant processes;
- Explore ideas contained at http://www.cricketvictoria.com.au/page/6_finance_sponsorship.html for improving sponsorship of YPCC
- Review and revise club membership fee structure so as to generate sufficient revenue to maintain financial sustainability and promote participation of secondary school aged and university students. (Examples of membership structures are available at the web address above)

Accountability

- The Financial and Sponsorship Development Sub-Committee reports through the Vice-President to the Club Committee;
- The sponsorship plan, membership fee structure, publicity materials or direct mail developed by the Financial and Sponsorship Development Sub-Committee requires approval from the Club Committee before they can be implemented.

Time Commitment

- The Financial and Sponsorship Development Sub-Committee will meet formally every second month, or more regularly if agreed by members.