

Brand & Marketing Sub-Committee

SAMMNA – Terms of Reference



Sub Committee Name: Brand & Marketing Sub-Committee

Chair: The SAMMNA Promotions Officer

Responsible to: SAMMNA Board

Responsible to: SAMMNA Members

Purpose: To coordinate the promotion, branding and merchandise of all SAMMNA activities. To support ongoing growth in marketing and merchandise on behalf of the SAMMNA Board. To look after the Association's social media presence.

Authority: Coordinates the promotions of all SAMMNA events with support from the SAMMNA Board

The chair will ensure that all decisions made by the sub-committee reach a majority of all sub-committee members prior to being implemented and prior to reporting back to the Board

Timeframes, Reporting and Deadlines:

- The sub-committee will meet monthly or more as required to prepare for events and pre-program promotional material.
- The sub-committee will provide a written report to the Board at the AGM.
- The Sub-committee will be reappointed at the AGM at which time these Terms of Reference will be reviewed.

Composition:

- Consists of the Chair and at least 3 other members
- The members may be from the SAMMNA Board or not
- Members should be suited to grow promotional, merchandise and marketing opportunities for SAMMNA
- All members must be approved by the SAMMNA Board before they commence on the committee
- The SAMMNA Board may remove any members from the committee on the advice of the chair of the sub-committee or any reports or actions that the Board deems to be misconduct.

Specific Areas of Responsibility:

- Create a long-term strategic plan for the promotion of the Association
- Planning the promotions of all SAMMNA events, year-round.
- Assisting the fundraising committee with running events as necessary.
- Devise the social media branding for SAMMNA, M-League and Dragons
- Preparing and managing budgets for marketing and promoting SAMMNA Activities in coordination with the SAMMNA Treasurer
- Sourcing new methods of promotion and new markets for SAMMNA to tap in to
- Assist the fundraising committee in sourcing sponsors and engaging with key stakeholders in consultation with SAMMNA Board
- Coordinate SAMMNA and Southern Dragons Merchandise
- Collaborate with any other sub-committees as needed

Other Resources:

- The sub-committee can apply to the SAMMNA Board to obtain any resources needed