



Sponsorship Committee Charter

Mission

The VADMO Sponsorship Committee supports the activities of the VADMO Education & Content Committee and the Tourism Leadership Institute to attract sponsorship participation to VADMO events. Sponsorship support is critical to the success of VADMO in person meetings as it allows the organization to keep conferences and events on budget for its members.

Roles and Responsibilities

- Identifies both internal and external potential sponsors for VADMO.
- Coordinates with the Executive Committee to identify sponsorship opportunities and levels at annual events.
- Works with the Leadership Institute Committee to establish sponsorship opportunities and identify potential sponsors.

Meetings

The Sponsor Committee shall meet at association meetings and at least once during the year to plan committee activities. The Committee is responsible for having one committee member facilitate the awards orientation meeting.

Membership

- Committee Leadership: The chair of the Awards Committee shall be appointed by the association President.
- Other Committee members may include:
 - Volunteer member participants appointed by the VADMO President
 - The Association's Administrator as an Ex Officio Member.

Past Activities

- This is a new initiative for FY24 and FY25.