

FPA SILICON VALLEY

Co-Directors of Partnerships

Purpose:

Encourage the growth of new sponsoring partners along with the retention of existing sponsoring partnerships.

Consistently look for ways to add value to the benefits received by the sponsoring partners by finding additional methods to increase the partners' viability and visibility to the membership.

EVENTS:

FPA Silicon Valley Annual Bocce Ball Championship

GOALS:

Determine and implement ways to increase the income generated from the Annual Bocce Ball Event (such as the addition of food and/or drink sponsorships to the existing team sponsorships and/or higher sales ticket pricing) in order to eliminate an income verses expense deficit.

Methods:

Attend CLC in order to gain knowledge of what other chapters are doing on a Nationwide basis to increase their sponsoring partnership membership and learn what type of benefits are being offered to their sponsoring partners as well.

Coordinate with other local FPA chapter director of partnerships to accomplish the same as above.