Committee Name	Marketing, Communications & Sponsorship
Mandate	The Marketing, Communications & Sponsorship Committee supports the development, implementation, and evaluation of strategies that strengthen Volleyball Manitoba's brand, visibility, and financial sustainability. The committee provides guidance and creative input to enhance marketing, communications, and partnership initiatives that promote the growth of volleyball across Manitoba.
Key Responsibilities	• Support and enhance Volleyball Manitoba's communication strategies, including the website, newsletters, and social media platforms. • Contribute to the development and execution of sponsorship and partnership strategies for the association and its programs. • Assist in identifying and supporting fundraising and revenue generation opportunities. • Provide input into Volleyball Manitoba's branding strategy to ensure consistent and professional application across all organizational levels and properties. • Leverage committee members' networks, expertise, and relationships to advance marketing and sponsorship goals. • Provide creative input and strategic advice on campaigns, promotions, and public engagement. • Recommend and support the formation of sub-committees or working groups to advance specific marketing or sponsorship functions. • Undertake additional tasks as assigned by the Executive Director or the Board of Directors.
Composition	• Chairperson: Appointed by the Board of Directors. • Members: 2–3 volunteer members with experience or interest in marketing, communications, or sponsorship. • Staff Liaison: Events & Marketing Manager. Efforts will be made to ensure the committee reflects the diversity of Volleyball Manitoba's community, including gender balance, regional representation, and varied professional backgrounds.
Authority	The committee is advisory in nature and operates under the authority of the Volleyball Manitoba Executive Director and Board of Directors. • The committee may make recommendations for Executive Director review and, where appropriate, for Board approval. Working groups may be established as needed to support specific marketing or sponsorship initiatives
Appointment / Term	• The Board of Directors appoints the Chairperson. • The Chairperson, in consultation with the Executive Director, nominates additional members for Board approval. • Terms are for one year and may be renewed annually to a maximum of six consecutive years.

	• Nominations from the volleyball community may be solicited to encourage broad participation and engagement. • When appointing members, the Board will consider candidates' relevant expertise, commitment, and representation of Volleyball Manitoba's diverse membership.
Meetings	• The committee will meet at least 2–3 times per year, virtually or in person, as required. • Additional communication and collaboration will occur through email or other digital platforms. • Meetings will be called by the Chairperson in collaboration with the Events & Marketing Manager.
Resources	Volleyball Manitoba will provide reasonable administrative and operational support to enable the committee to fulfill its mandate, within approved budgetary limits.
Reporting	• The Committee Chair, with support from the Events & Marketing Manager, will prepare a written report for the Board of Directors at least one week prior to each Board meeting. • Recommendations may also be submitted to the Executive Committee as required. • A summary of committee activities and outcomes will be included in Volleyball Manitoba's Annual General Meeting report.
Approval	These Terms of Reference were approved by the Volleyball Manitoba Board of Directors in November 2025.
Review	The Committee and the Board of Directors will review these Terms of Reference annually, at the first meeting following the Annual General Meeting, and make revisions as necessary to ensure they remain current and aligned with Volleyball Manitoba's strategic priorities.