

**JOY Media**

Victorian Pride Centre Level 1, 79-81 Fitzroy St  
St Kilda, VIC 3182

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**Web** joy.org.au



## **Sponsorship & Partnerships Working Group**

*Draft - Terms of Reference*

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### **Purpose**

The Sponsorship & Partnerships Working Group provides advice, guidance, and expertise to support JOY's sponsorship, partnerships, and collaborations. Through monthly meetings (or as required), the group assists the Business Development & Partnerships Manager by reviewing annual strategies, offering campaign recommendations, generating ideas, and sharing networks for outreach.

### **Objectives**

- Identify and develop new sponsorship and partnership opportunities.
- Contribute ideas and networks to support lead generation and outreach.
- Provide feedback on partnership strategies, packages, and campaigns.
- Help refine JOY's focus in the sponsorship and partnership space.
- Strengthen collaboration with community stakeholders.

### **Scope**

- The group serves in an advisory and supportive capacity. It does not have the authority to make binding decisions, sign contracts, or commit JOY to financial agreements.
- Recommendations made by the group are submitted to the Business Development & Partnerships Manager and JOY Leadership Team for approval.
- The group focuses on lead generation, strategy input, and campaign support consistent with JOY's strategic goals and policies.
- It operates within relevant community broadcasting sponsorship guidelines.

### **Membership**

- Open to JOY volunteers interested in media, marketing, sales, partnerships, or community engagement.

- May include representatives from programming, marketing, operations, volunteer engagement, and the JOY Board as appropriate.
- Members can expect to commit approximately 2-4 hours per month for meetings and follow-up activities.
- Additional time may be requested for specific projects or campaigns.