



Affiliate Development Committee

Chair Appointment & Term:

The Affiliate Development Committee Co-chairs are recommended by the current Co-chairs and are selected from the roster of existing Affiliate Development Committee members who are in active standing. The NCMGMA President gives final co-chair approval. The Affiliate Development Committee Co-chairs serve a 3-year term, which can be held for a second term, if approved.

Committee Member Appointment & Term:

The Affiliate Development Committee members are selected from various businesses that equitably represent geographical locations throughout North Carolina. This committee appointment is for a 3-year term.

Expectations of ADC Committee:

Committee members are expected to actively participate in committee meetings and conference calls, and must be present at 75% of the scheduled meetings. This committee is expected to promote and support the NCMGMA Alliance Sponsorship Program. Committee co-chairs are responsible for communication via e-mail or NCMGMA List Serve prior to Affiliate Development meetings and conference calls, as well as providing post-meeting minutes to committee members.

Essential Duties of Committee:

1. Promote an Alliance Sponsorship Program through which the sponsorship funds raised enable the NCMGMA to enrich member resources and enhance educational opportunities for its membership and conference attendees.
2. Through an annual fundraising call campaign; support the NCMGMA in its efforts to retain existing sponsors, attract new sponsors, and to meet annual sponsorship goals.
3. Collaborate with the NCMGMA leadership to evaluate, on an annual basis, sponsorship components to ensure that vendor sponsors receive value for their investment, and meaningful opportunities to network with conference and road show attendees.
4. Work with NCMGMA conference staff to promote vendor participation and secure vendor registrations at the annual conference and road shows.
5. Volunteer at the Alliance booth during conference hours.



6. Participate in additional campaigns or action items as requested and agreed upon throughout the year. See examples below:
 - a. Call upon confirmed sponsors to touch base.
 - b. Actively engage with companies in attendance at conferences to ensure their satisfaction with exhibit hall logistics, etc.
7. Provide quarterly Affiliate Development Committee updates for the NCMGMA e-newsletter.
8. Ensure timely, consistent communication with members.