



Sponsorship & Fundraising Manager

Ireland Lacrosse – High Performance Sector

Reports to: Chair of Ireland Lacrosse’s High Performance Committee (High Performance Director or Men’s/Women’s National Teams Director, depending on structure)

Scope: All Ireland Lacrosse National Teams, High Performance Pathways, and Éire Heritage Programmes & Events

Type: Part-time / Honorarium-based

Location: US Based

Compensation: Quarterly honorarium + performance incentives (Commission model based on new and recurring)

Role Purpose

To secure, grow, and steward sustainable income streams that directly support Ireland Lacrosse’s High Performance programmes—including senior, U20/21, U18, Sixes, and Heritage teams—by leading sponsorship acquisition, partner management, grant fundraising, and donor stewardship.

The role ensures the financial foundation required for national team operations, high performance development, talent pathways, and Éire heritage events across Europe and North America.

Key Responsibilities

1. Commercial & Fundraising Strategy

- Develop a unified commercial and fundraising strategy supporting all High Performance squads and the Éire Heritage programme.
- Build an annual and multi-year income plan covering sponsorship, value-in-kind (VIK), commercial events, grants, and philanthropic giving.



- Establish category-aligned propositions for corporate partners (equipment, apparel, travel, performance science, community, CSR/ESG).

2. Sponsorship Acquisition

- Research, identify, and qualify prospective sponsors across Ireland, the UK, Europe, and North America with affinities to lacrosse, Irish diaspora, performance sport, and collegiate athletics.
- Develop high-quality proposals, pitch decks, and rights packages tailored to each partner's objectives.
- Lead negotiations from initial outreach to signed agreement, ensuring alignment with Ireland Lacrosse's values, brand standards, and governance requirements.
- Create tiered packages: High Performance Partner, Official Supplier, Event/Heritage Sponsor, and Programme Backer.

3. Partner Servicing & Rights Delivery

- Manage relationships with all partners across national teams and Éire Heritage programmes.
- Ensure activation delivery—including branding, kit rights, content, digital rights, athlete appearances (where appropriate), and event visibility.
- Provide reporting and impact evaluation (e.g., player development stories, reach and engagement metrics, diaspora engagement, and community outcomes).
- Maintain a contracts register and ensure rights delivery is consistent across all High Performance teams.

4. Grant & Trust Fundraising

- Identify and apply for relevant grants from sport bodies, cultural and heritage funds, diaspora-focused foundations, U.S. community foundations, and corporate giving schemes.
- Coordinate compliance, monitoring, and reporting for successful applications.
- Work closely with High Performance team leadership to map funding needs to grant criteria (e.g., coaching development, performance science, youth pathways, welfare and safeguarding, heritage preservation).

5. Major Donor & Alumni Engagement

- Lead stewardship of key supporters, alumni, and Éire Heritage participants.
- Design donor programmes for High Performance (e.g., Player Patron Circle, Benefactors for Pathways).



- Develop giving opportunities connected to events, tours, training camps, and heritage initiatives (e.g., naming rights, scholarships, and legacy gifts).

6. Events & Heritage Programme Commercial Support

- Drive sponsorship and fundraising for Ireland Lacrosse events such as:
 - Heritage team tours (e.g., US-based tournaments).
 - Domestic and European performance events.
 - Fundraising dinners, showcases, or alumni gatherings.
- Build commercial programmes around major tournament cycles (European Championships, Worlds, Sixes events).

7. Brand, Content & Communications Collaboration

- Work with media/communications volunteers to create content for partnership activation, fundraising stories, grant cases, and player impact.
- Develop compelling narratives about Ireland Lacrosse's High Performance mission, achievements, and heritage connection to the global Irish lacrosse community.
- Support consistent brand application across partner materials, kits, and events.

8. Governance, Finance & Compliance

- Ensure all income activities comply with relevant governance: financial controls, ethical funding, brand/IP use, data protection, safeguarding, and conflicts of interest.
- Forecast income; track budgets and cash flows related to commercial income for teams and Heritage programmes.
- Report Monthly to the Chair of the High Performance Committee.

Key Performance Indicators (KPIs)

- Annual sponsorship income secured (cash + validated VIK)
 - Number and value of multi-year deals
 - Renewal rate and portfolio retention
 - Pipeline quality and conversion rate
 - Grant application success rate and reporting compliance
 - Growth in donor/alumni giving
 - Partner satisfaction (measured through activation delivery and feedback)
 - Income diversification across HP and Éire programmes
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Skills & Experience

- Track record in sponsorship sales, fundraising, or commercial partnerships—ideally in sport, non-profit, or university/collegiate environments.
- Excellent relationship-building, negotiation, and communication skills.
- Experience creating or delivering sponsorship rights (digital, kit/branding, content, events).
- Grant-writing and donor stewardship experience desirable.
- Ability to work independently within a volunteer-driven, internationally distributed organisation.
- Understanding of high performance sport structures, especially within small NGBs or developing sports.
- Familiarity with Irish diaspora engagement and North American lacrosse communities is an advantage.

Qualifications & Requirements

- A degree in Business, Marketing, Communications, Sports Management, Nonprofit Management, Event Management, or a related field **or equivalent professional experience**.
- Proven experience in sponsorship, fundraising, partnerships, sales, or commercial development—preferably in sport, nonprofit, or collegiate environments.
- Strong administrative skills, including CRM pipeline management, budgeting, and contract tracking.
- Excellent written skills for proposals, partner reporting, and grant applications.
- Knowledge of fundraising ethics, data protection, and NGB governance requirements.
- Ability to work effectively with volunteers, coaches, administrators, and partners across multiple time zones.
- Completion of Ireland Lacrosse safeguarding and governance induction (required upon appointment).
- Background check / vetting where required for youth programme involvement.
- Current Valid and maintained Ireland Lacrosse Membership
- Improved support for national team athletes
- Enhanced coaching and performance services
- Increased participation in European, World, and Sixes competitions
- Stronger pathways from youth to senior levels
- Expansion of the Éire Heritage programme as a global Irish lacrosse community asset