



TAEKWONDO CANADA

Terms of Reference

Marketing and Sponsorship Working Group

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House of Sport, 2451 Riverside Drive, Ottawa, Ontario, K1H 7X7

- Committee Name:** Marketing and Sponsorship Working Group
- Mandate:** The Marketing and Sponsorship Working Group is an appointed committee of Taekwondo Canada. Its role is to propose, in consultation with all key partners, the marketing and sponsorship strategy for Taekwondo Canada. The committee may provide ongoing review of the program and provide input to the Executive Director. The Working Group will report to the Executive Director.
- Authority:** The Working Group is created by and reports to the Executive Director.
- Key Duties:** The Working Group will perform the following key duties:
- Develop a planning, monitoring, and evaluation cycle for both Taekwondo Canada’s marketing and sponsorship strategies.
 - Coordinate the development of the marketing and sponsorship strategies and engage members and other stakeholders as necessary to determine Taekwondo Canada’s overall direction.
 - With the Executive Director or designate, review and make suggestions on Taekwondo Canada’s marketing and sponsorship strategy.
 - Perform such additional duties as may be delegated to the Working Group by the Executive Director.
- Composition:** The Working Group members shall be appointed until August 31, 2021, or until determined otherwise by extension of the Executive Director.
- The Working Group shall be composed of not less than 3 and not more than 5 individuals who will be selected after a public call for interest. The Working Group will have the Executive Director as part of the Group.
- The Executive Director may remove Working Group members.
- The membership of the Working Group will have regard to the diverse nature of Taekwondo Canada’s membership including language, gender, ability/disability and geographic location.
- Should a vacancy occur within the Working Group for whatever reason, the Executive Director may appoint a qualified member to fill the vacancy for the remainder of the vacant position’s term.
- Meetings:** The Executive Director will be the Chair of the Marketing and Sponsorship Committee. The Working Group will meet by telephone or electronically as required. Meetings will be at the call of the Chair. A majority of voting members shall constitute the Working Group quorum.
- Resources:** The Working Group will receive resources from Taekwondo Canada to fulfill its mandate as determined by the Executive Director. The Working Group may, from time to time, request and receive administrative support from the Taekwondo Canada office staff.

- Reporting:** The Working Group will report to the Executive Director at meetings as necessary.
- Approval:** These Terms of Reference were approved by the Executive Director on October 19, 2021.
- Review:** The Working Group will review these terms of reference and will make recommendations to the Executive Director on any revisions, if warranted.
- Approval Date:** Terms of Reference approved by the Executive Director on October 19, 2021.