



EVENTS AND SPONSORSHIP OFFICER

Position Title:	Events and Sponsorship Officer
Position Type:	Permanent, Full Time
Location:	Hybrid Work Model, Home Office and 5657, 15 th Side Road, Milton, ON
Reports To:	Director of Development
Salary Range:	\$60,000 - \$75,000
Benefits:	Comprehensive Benefit Package (health, dental, vision, travel, long-term disability) Group RSP matching program (3% of earnings) Professional development opportunities

The Opportunity:

As we expand our capacity to care for more children and families, we are entering an exciting period of growth. With a major capital expansion underway, this role plays an important part in growing and diversifying revenue and creating organizational awareness.

We are seeking an Events and Sponsorship Officer to lead the planning, execution, and growth of our signature events, third party events and sponsorship initiatives. As the primary staff member dedicated to events and sponsorship, you will develop and deliver a comprehensive strategy that enhances donor and participant experiences, builds meaningful corporate partnerships, and drives sustainable fundraising growth.

In 2025, our Signature Fundraising Events included a Wheels Cycling Event in June with 120 participants, Car Rally in July with 15 teams, Golf Tournament in Sept with 120 golfers and Red Door Gala in October, a black-tie event with 200 attendees. An additional 35 fundraising events were held by the community, ranging from large corporate events, golf tournaments and cause marketing initiatives raising 5 figures, to lemonade stands and smaller grass roots initiatives.

Through strong organizational and communication skills, you will create engaging event experiences, steward sponsors with care and creativity, and collaborate across teams to ensure every touchpoint reflects our mission and inspires long-term support.

This position operates under a hybrid work model, with onsite work at The Darling Home for Kids a minimum of two days per week, and increasing based on business needs and leading up to events. The role also includes after-hours events, planning meetings and networking opportunities.

Who We Are:

The Darling Home for Kids is Ontario's first paediatric hospice and the only organization in the province providing a full continuum of care for families raising a child with complex medical needs. Located on 77 acres along the Niagara Escarpment, we bridge the critical gap between hospital and home through our Residential, Hospice, and Respite services, supporting families as they navigate the realities of caring for a child with significant medical needs.

We are in a period of meaningful growth. In response to the increasing number of children requiring advanced medical care and technology for daily living, we are undertaking a major capital expansion, adding 10,000

square feet to create new spaces and further enhance the level of care we provide. This growth reflects both the trust families place in us and our commitment to evolving alongside community needs.

Joining The Darling Home for Kids means being part of a mission-driven organization where your work has a lasting impact. We envision a world where no child is too complex to receive the love, care, and support they deserve, and we are committed to delivering professional, holistic, and personalized care to children and families every day.

Key Responsibilities:

Sponsorships & Revenue

- Generate a minimum of \$375,000 in annual net revenue through sponsorships and event-based fundraising initiatives.
- Identify, secure, and steward sponsorship partners to grow and sustain sponsorship revenue, including the cultivation of new partners and ongoing stewardship of existing supporters.
- Drive ticket sales for fundraising events, working in collaboration with other team members on marketing initiatives.
- Secure donations, and plan and execute event day fundraising initiatives such as live and silent auctions, raffles, draws, fund-a-need campaigns, etc. aligned with revenue targets.
- Build and steward strong relationships with corporate partners, donors, and volunteers, ensuring meaningful recognition and long-term engagement in support of our events.

Event Strategy & Execution

- Lead the planning and delivery of an annual events portfolio, including signature fundraising events, community and other networking, donor recognition and family support events.
- Manage all aspects of event execution, including project planning, logistics, working with vendors, managing event budgets and on-site delivery and execution.
- Recruit, lead, and support volunteer planning committees.
- Develop event materials including sponsorship packages, invitations, programs, and signage, in collaboration with designers and vendors.
- Conduct post-event evaluations and financial reporting to inform future planning.
- Support strategic planning for our events; analyzing event performance data, identifying, recommending and implementing opportunities for growth and new events.

Marketing, Promotion & Communications

- Collaborate with Marketing and Communications to promote events through digital channels, social media, media outreach, and targeted communications.
- Develop event-focused public relations materials and liaise with media as needed for event promotion and coverage.

Third-Party Fundraising

- Grow and steward a portfolio of third-party fundraising events (approximately 35 annually), generating a minimum of \$150,000 in net revenue.
- Serve as the primary liaison and ambassador for community and corporate third-party event partners.

Qualifications:

- 3–5 years of experience in event management; experience in a charitable or not-for-profit organization is an asset.
- Post-secondary degree or diploma in a relevant field, or an equivalent combination of education and experience.
- Proven ability to secure corporate sponsorships, sell tickets and execute event day fundraising initiatives to meet revenue targets.
- Flexibility to work evenings and weekends to support meetings and attend and execute events.
- Experience using fundraising databases (Raiser's Edge or similar CRM systems).
- Proficiency in Microsoft Office (Word, Excel, Outlook, PowerPoint).

- Strong written, verbal, and presentation communication skills.
- Highly organized with exceptional attention to detail and the ability to manage multiple priorities in a fast-paced environment.
- Ability to work independently while collaborating effectively with internal teams, volunteers, and external partners.
- Comfortable with relationship management and donor stewardship, including sponsor recognition and follow-up.
- Experience working with volunteers and event committees.
- Ability to meet the physical demands of event setup, execution, and tear down.
- Valid driver's license with reliable access to a vehicle.

Conditions of Hire:

- Satisfactory Criminal Record Check with vulnerable sector screening.
- Satisfactory pre-employment medical clearance, including proof of being fully vaccinated, having received the recommended dosage(s) of a COVID-19 vaccine, as approved by Health Canada.

To Apply: Email your resume and cover letter to careers@darlinghomeforkids.ca. Please specify in the subject line the position you are applying for and your name (e.g. Events and Sponsorship Officer - Jessica Smith).

We thank all applicants for applying and regret that only those selected for an interview will be contacted. No phone calls or visits, please. The Darling Home for Kids is an inclusive organization that values diversity. We are committed to providing a safe and respectful workplace culture and welcome interest from all qualified applicants. As an equal opportunity employer, we will accommodate applicants with disabilities in the recruitment process.

The Darling Home for Kids
Attention: Ryan Campbell
Human Resources Lead
careers@darlinghomeforkids.ca
www.darlinghomeforkids.ca