



Sponsorship & Board Director Voluntary Board Position

About British Carriage Driving

British Carriage Driving (BCD) is the national governing body for the sport of carriage driving in Great Britain. We support affiliated clubs, national competitors, oversee competitions and championships, promote safety and welfare, and work to develop and sustain the sport at all levels. We are members of British Equestrian, the national federation governing all horse sports in Great Britain.

We have an annual turnover of c£150,000 and balance sheet reserves of c£250,000.

We are seeking a Sponsorship Director to join our Board and lead the development of a more structured and sustainable approach to sponsorship and commercial partnerships for the organisation.

Purpose of the Role

The Director & Sponsorship Lead is a full and active member of the BCD Board (Council) and has specific responsibility for:

- Sponsorship strategy and development
- Income generation through partnerships
- Building and managing relationships with sponsors
- Supporting long-term financial sustainability
- Ensuring sponsorship is effective at both national level and across affiliated clubs

This is not an administrative role. It is a strategic and practical role focused on developing a consistent and sustainable income stream.

Key Responsibilities

1. Board Leadership & Governance

- Act as a full Director of BCD, contributing to strategy, risk management, and decision-making
- Support the Board in diversifying incomes streams
- Ensure sponsorship aligns with BCD values and reputation

2. Sponsorship Strategy & Planning

- Develop a clear sponsorship plan

- Identify priority opportunities
- Include national and club-level opportunities
- Create sponsorship packages

3. Partnership Development

- Identify and approach sponsors
- Build relationships
- Agree sponsorship arrangements

Person Specification

Essential

- Experience in sponsorship or business development
- Strong communication skills
- Strategic but practical mindset

Time Commitment

- 12 Board meetings per year. - 1 in person AGM and 11 virtual
- Ongoing sponsor engagement
- Affiliated Clubs meetings
- Flexible work between meetings

Why Join Us?

- Play a key leadership role in the national governing body for carriage driving
- Key role in maintaining the financial sustainability of the sport
- Join the BCD Council team and make a big difference to our sport

The role is voluntary, with no remuneration and no expenses (unless by prior authorisation of the Chair). Interested candidates can speak to the Chair, Andrew Counsell or any other members of the BCD Council or Office Team for further information.

Applicants should send a covering letter and CV to the Chair, Andrew Counsell, at email@britishcarriagedriving.co.uk

Applications close on 14th July 2026.