

## **Director of Sponsorship – Sports & Entertainment**

### **Included Duties:**

#### ***Sponsorship Development Department:***

- Responsible for acquiring local, regional and national sponsors and building long term sponsor relations for the Extraco Events Center and Fair promoted events. Events include but not limited to:
  - Heart O' Texas Fair & Rodeo
  - One HOT Rodeo
  - One HOT Bullfight
  - Texas Circuit Finals Rodeo
  - South 40 Outdoor Expo
  - BASE (features youth and amateur sports, trade shows and other flat floor events)
- Manage a portion of current sponsors as assigned
- Coordinate with other staff members to guarantee proper execution and promotion of Events Center and Fair promoted events per sponsorship agreements
- Assist in creating comprehensive year-round sponsorship development and marketing plans to expand opportunities for sponsors and events
- Work as liaison between public and the Events Center including but not limited to event spectators and participants, event sponsors, volunteers and directors for fair promoted events
- Enhance and grow current sponsorship development program including development of new sponsors and new sponsor opportunities
- Actively search for prospective sponsors
- Maintain sponsor relations throughout the year through lunches, dinners, visits, etc.
- Travel throughout Texas and the United States as needed to develop sponsor contacts, grow sponsorship base, and develop new opportunities through industry conferences, other shows, meetings, etc. (Note: some overnight travel may be required)
- Develop working relationship with industry contacts to ensure continued support from rodeo, youth sports and entertainment industries
- Prepare reporting documents for review
- Facilitate sponsor visits and tours during the Fair and other events as needed
- Work with marketing to create all sponsor materials including letters, brochures, proposals, recaps, contracts, etc.
- Employee will be given an annual sales quota and monthly/quarterly targets and be responsible for meeting stated sales objectives

#### ***Other Duties:***

- Work with 500 plus volunteers serving on 24 committees to coordinate meetings, functions and activities as set forth by the Volunteer Management Program
- Assist committees in preparing for annual events
- Attend various committee meetings as staff representative
- Other duties as assigned

### **Qualifications:**

To successfully complete this job, the following skills are necessary:

- Outstanding knowledge and experience in sponsorship development

- Preferred working knowledge of all aspects of agriculture and fair industry including but not limited to sales, marketing, livestock and equine
- Willingness to initiate relationships with potential sponsors and partners
- Ability to develop long term relationships with sponsors and partners
- Ability to work independently, make independent judgments and solve problems
- Excellent PC skills with knowledge of all Microsoft applications
- Ability and willingness to raise needed funds for sponsorship purposes
- Excellent communication and public relations skills, both written and verbal
- Multi-tasking ability
- Capacity to organize various projects and be accountable for the completion of those projects
- Strong people skills
- Strong aptitude to maintain confidentiality
- Ability to handle high stress environments where compensation is directly tied to performance
- Capability of speaking to large groups and conducting facility tours

**Education and/or experience**

- College or university bachelor degree in business, marketing, agricultural business, agricultural marketing or related field and related experience optional; or equivalent of education and experience.
- 3 to 5 years of direct sales experience

**Compensation**

Salary plus Commission: Based on education and/or experience

Medical and Dental Benefits

Retirement Plan

Employee Compensation Plan

**Reports to:**

Vice President – Marketing & Sponsorship Development

**Email Resume To/For More Information Contact:**

[Jobs@hotfair.com](mailto:Jobs@hotfair.com)

Extraco Events Center

Home of the Heart O' Texas Fair & Rodeo