

California Rodeo Association Sponsorship Coordinator

Exempt/Non-Exempt: Exempt

Employment Type: Year-Round - Full Time

Department: Marketing

Description: The Sponsorship Coordinator is responsible for soliciting sponsorship opportunities and maximizing sponsorship revenue. The Sponsorship Coordinator will work as a team with the Sponsorship Committee and Marketing Manager.

The Sponsorship Coordinator has the authority to carry out the job requirements and responsibilities and is accountable to the Marketing Manager.

Duties: Develop and implement overall sponsorship policy:

- Meet with appropriate staff as needed to discuss ways to maximize all partnerships and review status and leveraging possibilities of current relationships.

Develop and implement overall sponsorship sales strategy:

- Formulate, submit and track annual income/expense budget.
- Identify and continually update prospect list.
- Formulate, submit and track annual income/expense budget.
- Prepare master sponsor sales materials – proposals, contracts, and promotional agreements.
- Conduct value assessment for event proposals and partnership packages.
- Arrange meetings with interested sponsor prospects.
- Tailor sponsorship sales materials and promotional programs to targeted categories and companies.
- Sell sponsorships.
- Negotiate sponsorships and review all deals. Secure approval for any departures from pre-approved rights and benefits
- Work with sponsorship management companies in identifying prospects and selling sponsorships.
- Create sponsorship timetables well in advance of scheduled events.
- Member of Sponsorship Committee
- Manage sponsor expectations:

- Monitor graphic standards for logo usage, promotional restrictions and sponsor recognition program to ensure fees paid are proportionate to benefits delivered.
- Service sponsors and fulfill contracts.
- Review and approve final sponsor identified materials, including advertisements, new releases, promotional and program related materials.
- Provide sponsors a measurement of their return on investment.

- Greet and cultivate sponsors at sponsored events.
- Maintain current sponsor information on appropriate website.
- Coordinate annual Rodeo sponsorship appreciation dinner.
- Perform clerical functions as necessary, including typing, copying, and answering the telephone as required.
- All other responsibilities and tasks as assigned by the Marketing Manager.

Qualifications: Minimum:

- A bachelor's degree in marketing, sales, advertisement, business administration, or a related field of study.
- Two years of sponsorship, sales, advertising, or marketing experience.
- Good professionalism, verbal, written, listening and public speaking skills.
- Must be very well organized with strong time management skills and must be detail oriented with the ability to manage multiple priorities concurrently.
- Must be proficient in Microsoft Office - Word, Excel, Outlook, and PowerPoint.
- Have very good reasoning, decision making, and problem solving skills as well as internal organization and persuasion skills.
- Previous work experience in a professional office environment.
- Must exhibit initiative and teamwork.
- Valid driver's license required.
- The ability to speak Spanish as well as English is desirable.

Preferred:

- Prior sponsor or client relationship management.
- Sponsorship experience at a non-profit or cultural organization.

Compensation:

- Consummate with experience. Combination of salary plus commission based on goals for sponsorships for the Salinas Sports Complex facility and events held there.
- You will be eligible for company paid benefits. (Health insurance/vision/dental/PPO/Simple IRA)

Submit your resume by February 10, 2012 to:

Roger LaFountain

General Manager, Salinas Sports Complex

Via email: rlafountain@carodeo.com

Via fax: 831-757-5134

No phone calls