

STATE FAIR PARK & Event Center



SPONSORSHIP MANAGER

Central Washington Fair Association, Yakima, WA

1301 South Fair Avenue, Yakima, WA 98901 | statefairpark.org

WHO WE ARE

State Fair Park is home to the Central Washington State Fair, Yakima SunDome and various facilities that support event activity year-round. This 125-acre campus is the largest multi-purpose venue in Central Washington, hosting over 200 events annually. The Central Washington State Fair is a ten-day Fair that has existed for more than 130 years, celebrating the heritage and agriculture of the Yakima Valley.

The Association has many new and exciting projects under development, expanding the RV park, developing a facility to hold sprint boat racing events, and collaborating on projects with the City and County to improve infrastructure on and around the grounds. In addition, the Association is exploring opportunities to create new self-produced events, entertainment, and partnerships that will bring new programming and additional revenue opportunities to the property.

THE POSITION

We are seeking a dynamic sales professional to oversee the organization's sponsorship portfolio. This person will be responsible for driving sponsorship sales and experiential activations to support all self-produced events - annual Central Washington State Fair, Community 4th of July Celebration, Holiday Light Fest drive through, as well as venue naming rights and year-round property sponsorship opportunities.

ESSENTIAL SKILLS

- Creative individual who can listen and understand clients' needs and can convert these into a meaningful sponsorship activation and relationship.
- A proven track record in sales.
- Be a self-starter who can function with limited supervision while ensuring revenue goals are met.
- Must work well under pressure and deadline commitments and have proven history of ability to work on several projects simultaneously.
- Excellent verbal and written communication skills
- Highly organized and proficient in all Microsoft products.
- Ability to deliver best in class customer service in all areas of day-to-day work with client partner and staff interactions.
- Steadfast personal qualities, including integrity, character, positive attitude, credibility, and commitment.

JOB DUTIES

- Maintain and service existing sponsorship clients to foster long-term sponsorship relationships to encourage increased business and minimize attrition.
- Must be extremely comfortable with making cold calls and demonstrate strong sales closing skills.
- Responsible for creating annual sponsorship budget and ensuring budget goals are achieved.
- Maintains database of qualified leads and new clients through cold calling, research, referrals, email, and attendance at applicable networking opportunities.
- Pitches, negotiates, and closes new sponsorships, experiential placements, and contracting.
- Creates custom sponsorship proposals that reflect and provide a solution for the clients' business needs.
- Maintains master sponsorship matrix, sales pipeline report and sales activity reports
- Utilizes organization's CRM system to track all sales, business development activities and client interactions.

JOB DUTIES *(continued)*

- Engages with other departments within the organization to potential identify sponsor opportunities and possible trade and in-kind needs.
- Work with the program development team to understand what new programming is under development for potential sponsorship opportunities.
- Manage and oversee sponsorship fulfillment activities, ensuring what was sold is delivered.
- Create detailed wrap up reports supporting client's sponsorship activation that includes analytics.
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REQUIRED EDUCATION & EXPERIENCE

- A minimum of three years of sales experience with a proven track record for success, preferably in sponsorship, media or festival/event sales.
- Completion of a BA Degree in Business Administration or Marketing.
- Work experience can be substituted for educational requirements.

Job Type: Full-time

Compensation: This is a non-exempt hourly position that works 40 hours per week. Hourly rate of \$23 - \$27 which annualizes from \$47,840 - \$56,160. This position offers a lucrative commission plan that is paid quarterly that is not capped.

Benefits: Medical, Dental, Vision, Aflac, Life/AD&D, Long Term Disability, Long Term Care, 401k plan. Paid time off includes vacation and sick leave. Holiday recognition based upon organization policy.

Relocation available for out of area candidates.

Send your resume to: Please submit your resume along with a cover letter outlining your experience and accomplishments related to this opportunity. Email your resume and cover letter to erinr@fairfun.com referencing "Sponsorship Sales Manager."