



Director of Sponsor Relations

The Extraco Events Center, Home of the Heart O' Texas Fair & Rodeo, is a charitable organization dedicated to youth scholarships and creating a positive economic impact on Central Texas. The Events Center has more than 500,000 visitors per year at more than 225 events ranging from concerts to horse shows, trade shows to banquets and free events to ticketed events. These events represent an annual economic impact of more than \$70 million. The Heart O' Texas Fair & Rodeo is the largest event in Central Texas with more than 200,000 visitors per year. Held every October, it includes Rodeo, Concerts, Livestock Shows, Carnival and other attractions. The Fair & Rodeo impacts youth from across Texas and to date has contributed more than \$5 million in scholarships. Over 600 volunteers work with a full-time staff to produce the Fair & Rodeo as well as many year-round events. All events and activities support the mission of the Extraco Events Center to produce events for education, entertainment and agricultural experiences at the premier multi-use facility while giving back through youth scholarships and a positive economic impact to Central Texas.

Position Summary:

The Director of Sponsor Relations is responsible for the development and retention of local sponsorships. This includes renewing existing agreements and establishing new sponsor relationships across the organization's event portfolio. The position requires strong client service skills, attention to detail, and proficiency in SponsorCX software to track and fulfill sponsor deliverables.

Compensation & Benefits:

Compensation: Competitive Compensation with Salary & Commission

Location: On-site, Extraco Events Center

Schedule: Flex Schedule with PTO

Benefits: Medical and Dental Benefits, Retirement Plan, Employee Compensation Plan

Key Responsibilities:

Sponsorship Fulfillment & Relations

- Manage and grow a \$1.4 million book of business through local sponsorships
- Renew and maintain relationships with existing sponsors through consistent communication and follow-up
- Use SponsorCX software to manage all sponsor agreements, deliverables, and fulfillment tracking
- Develop new local sponsorships across campuswide activities including the Heart O' Texas Fair & Rodeo, Agricultural and Competitive Events, and other promoted events
- Ensure fulfillment of all sponsor benefits including signage, on-site presence, hospitality, and other contracted elements
- Other duties as assigned

Staff Management

- Oversee and manage assigned staff, including temporary employees and interns. Additional staff assignments may be designated as needed.

Collaboration & Execution

- Work cross-functionally with internal departments to ensure proper delivery of sponsorship elements at all events
- Support the execution of all sponsor-related responsibilities for the annual Fair & Rodeo and other major events
- Work closely with Volunteer Management Division to support the Pre-Sale Campaign
- Work closely with Volunteer Committees in support of campaigns or events involving sponsor activations

Relationship Management

- Serve as the main point of contact for all local sponsors, ensuring needs are met and value is delivered
- Build strong, long-term relationships with sponsors and community partners
- Provide on-site support and presence during key events to ensure sponsor satisfaction
- Develop and maintain relationships with local businesses and community leaders
- Attend local networking events and business meetings to promote sponsorship opportunities

Qualifications:

- Demonstrated success in sponsorship sales or client relationship management
- Strong communication and organizational skills
- High attention to detail and ability to manage multiple projects simultaneously
- Proficiency with CRM software (SponsorCX experience preferred)
- Ability to work independently and collaboratively in a fast-paced environment
- Willingness to work evenings and weekends during peak event seasons
- Ability to handle high stress environments where compensation is directly tied to performance

Education & Experience:

- Bachelor's degree in business, management, or a related field preferred
- Minimum of 3–5 years of experience in sponsorship, sales, or client service roles

Reports to:

President/CEO

To Apply:

To be considered for this position, please email a resume and cover letter to jobs@hotfair.com