



Managing Director - Sponsorship Development

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 show, trade shows to banquets and free events to ticketed events. These events represent an annual economic impact of more than \$50 million. The Heart O' Texas Fair & Rodeo is the largest event in Central Texas with more than 225,000 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 \$4 million in scholarship. Over 500 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.

Compensation:

Compensation: Competitive Compensation with Salary & Commission

Schedule: Flex Schedule with PTO

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

Included Duties:

Sponsorship Department:

- Responsibility for management and growth of the \$1.4 million book of sponsorships.
- Drive sponsorship development across campus wide activities including the Heart O' Texas Fair & Rodeo, Agricultural and Competitive Events, and other promoted events.
- Maintain a comprehensive CRM (Customer Relationship Management) Plan.
- Enhance and grow current sponsorship program including development of new sponsors and new sponsorship opportunities.
- Develop comprehensive year around sponsorship plan to expand opportunities on a state, regional and national basis.
- Work closely with Volunteer Management Division to support the Pre-Sale Campaign.
- Coordinate with other staff members to guarantee proper execution and fulfillment of year-round activities as well as the annual fair and rodeo.

Staff Management:

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

Volunteer Management:

- Work with 500 plus volunteers serving through the Volunteer Management Program.
- Assist committee in preparing for annual fair and rodeo.
- Attend various committee meetings as staff representative.
- Prepare reporting documents in summary form for executive committee's review.

Other Duties:

- Coordinate with other staff members to execute the annual Fair & Rodeo
- Develop working relationship with local and national industry contacts to insure continued support from business, agricultural, rodeo, youth sports and other industries.
- Travel to industry conferences, shows, meetings, etc. to promote sponsorship opportunities and garner information.
- Other duties as assigned.

Qualifications:

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

- Outstanding knowledge and experience in sponsorship development
- Confident, self-starter with skill set to solicit to new sponsors and partnerships
- Strong working knowledge of all aspects of agriculture and fair industry including but not limited to sponsorship, livestock and equine.
- 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 to raise needed funds for sponsorship purposes.
- Multi-tasking ability.
- Excellent communication and public relation skills, both written and verbal.
- Capacity to organize various projects and be accountable for the completion of those projects.
- 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.
- Ability to work beyond the traditional work week including nights and weekends.

Education and/or Experience:

Bachelors degree in business, marketing, management, agricultural business or related field and 5 years related experience; or equivalent of education and experience.

Reports to:

General Manager

Contact Information:

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