



INDIANA STATE FAIR

INDIANA STATE FAIR SPONSORSHIP/GROUP SALES INTERN

Gain experience as a paid summer Sponsorship & Group Sales intern while promoting and preparing for Indiana's largest multi-day event - The 2024 Indiana State Fair!

General Description: The position of Sponsorship Intern will report directly to the Associate Director of Sponsorship & Sales and will assist with the planning and implementation of all Corporate Sponsorships during the Fair, as well as help generate new revenue by promoting and executing advance sales of Indiana State Fair ticket packages. This internship will allow the intern to gain exceptional experience in client communication, event planning, on-site event management and implementation.

Responsibilities:

1. Work with sponsorship manager to communicate updates and information to sponsors in a timely, efficient, and relevant manner
2. Update logistical spreadsheets containing sponsor information
3. Assist with on-site logistics
4. Provide customer service to Sponsors pre-fair and on-site
5. Generate new revenue through the advance sale of Indiana State Fair ticket packages and ancillary sales such as private event rental space, catering, and Fair Bucks
6. Prospect for new sales by placing outbound cold calls, conducting in-person meetings, and sending emails.
7. Maintain accurate records of sales activities and communications
8. General office tasks (copying, filing, mail, etc.)

Qualifications:

1. Flexible - able to work extended hours when necessary
2. Motivation, be a self-starter
3. Good verbal and written communication skills
4. Outgoing personality and exceptional outbound phone skills
5. Knowledge of Excel, PowerPoint, and Word
6. Able to multi-task
7. Excellent organizational skills
8. Attention to detail and organization
9. An interest in Event Production, Operations and Marketing
10. A Team Player attitude - willing to do whatever it takes to get the job done!

The internship begins in June and the selected candidate is required to stay through the duration of the State Fair (August 18, 2024).