



## Sponsorship Coordinator

Chartered in 1923, the Amarillo Tri-State Exposition is a 501(c)3 non-profit organization governed by a volunteer board of directors. The Expo operates and maintains the fairgrounds complex year-round and is responsible for the production of the annual Tri-State Fair & Rodeo. The mission of the Expo is to help strengthen the local economy by attracting visitors to Amarillo, host entertaining, family-friendly events for area citizens, and support education.

To accomplish these goals, the Expo plays host to more than 85 events each year ranging from local non-profit fundraisers to world championship equestrian competitions. Studies show these events contribute more than \$21 million in economic impact to the area annually. Each September, the fairgrounds transform into the largest family event in the Texas Panhandle, the Tri-State Fair & Rodeo. This signature event draws approximately 130,000 attendees over a nine-day period, generating more than \$5 million each year in economic impact - none of which would be possible without nearly 300 local volunteers.

**Compensation:** \$24,000 base salary plus lucrative commission opportunities

**Position Summary:** Flex-hours with twice-per-week in-office requirement to discuss strategy and results. The primary functions will be to:

1. Locate, cultivate, and secure sponsorships for the TSF and the fairgrounds year-round by continuing to develop relationships with existing sponsors, cold-calling potential sponsors, attending meetings, etc. in order to produce measurable results
2. Enhance the sponsor experience so as to solidify long-term partnerships for the TSF and fairgrounds
3. Serve as a major brand ambassador for the fairgrounds in order to strengthen our position within the local and surrounding area

### Essential Duties and Responsibilities:

- Develop and implement a comprehensive sponsorship strategy to identify, approach, and secure sponsors for the fairgrounds and the TSF
- Identify and research potential sponsors, create compelling sponsorship packages, and lead outreach efforts to solicit sponsorships
- Cultivate and maintain strong relationships with sponsors through timely communication, ensuring their needs are met, and their contributions are valued
- Negotiate sponsorship agreements, contracts, and deliverables
- Manage all sponsorship agreements to ensure compliance from both sides
- Collaborate with appropriate staff to ensure sponsor requirements are met
- Provide creative input on ways to enhance to sponsor's experience
- Collect necessary marketing materials from sponsors to ensure appropriate visibility and recognition
- Accurately and in real-time, track sponsorship revenue, measure the impact of sponsorships, and prepare reports for the CEO

- Invoice sponsors and follow-up with the Accounting Manager to confirm invoices have been paid
- Secure monetary and in-kind donations for fundraising efforts, such as silent auctions or other events throughout the year
- Apply for and secure grants as they are made available
- Work with committee fundraising leaders to organize contributions secured by volunteers and board members
- Attend local community functions to make connections and identify future opportunities
- Develop working relationship with local and national industry contacts to insure continue support from business, agriculture, rodeo, youth sports, and other industries
- Travel to industry conferences, other shows, meetings, etc., to enhance sponsorship development
- Other duties as assigned

**Training, Knowledge, and Skills:**

- Any equivalent combination of education, experience and training which provides the knowledge and abilities necessary to perform the work
- Wide range of knowledge regarding agriculture and the fair industry including, but not limited to, marketing, livestock and equine
- Excellent communication and public relation skills, both written and verbal
- Strong aptitude to maintain confidentiality
- Ability to handle high stress environments
- Knowledge in basic bookkeeping, accounting practices, and procedures

**Personality Traits**

- Motivated self-starter
- Passionate
- Personable
- Organized
- Detail-oriented
- Humble team-player

**Special Qualifications**

- Available on-site every day in September, including weekends
- Mandatory attendance of certain special events; i.e. Annual Meeting
- Ability to operate a motor vehicle and with a Texas driver's license
- Must successfully complete a background investigation
- Sufficient clarity of speech and hearing, with or without reasonable accommodation, which permits the employee to discern verbal instructions and communicates with others by telephone and in-person
- Sufficient visual acuity, with or without reasonable accommodation, which permits the employee to comprehend written work instructions and read and prepare documents, and related materials
- Sufficient manual dexterity, with or without reasonable accommodation, which permits the employee to operate standard office equipment, including personal computer, and a motor vehicle