



## Sponsorship Development Manager

We are looking for a ***Sponsorship Development Manager*** to join our team to successfully identify, develop and cultivate strategic business and corporate sponsorship for all Rodeo Austin events. This person should be passionate about sponsorship, driving income and building relationships with corporate business partners to help promote the Rodeo Austin brand. This position effectively acts as a key member of the staff and a contributor to Rodeo Austin's overall strategy, event execution and culture. This is an opportunity to take on the challenge of working in a fast-paced, customer-driven non-profit; in an environment that is exciting, motivating, challenging and fun!

This is a full time exempt, benefits eligible position on our team that is available immediately to the right candidate. The expected commitment will be 40 hours per week during regular business hours, occasional evening meetings, and as needed on weekends and during Rodeo Austin events.

### Who We Are:

Since 1938, Rodeo Austin has been a mission with a rodeo that has brought heritage and entertainment to our community. We are funded by a month-long real western experience held every March, where Rodeo-goers get to do things, they can do nowhere else - including a ProRodeo, one-of-a-kind concerts, a carnival, and a livestock show. We are Rodeo Austin, a not-for-profit that provides real experiences and gritty fun to raise millions for Texas kids.

### What You'll Do:

- Create and drive new sponsorship sales supporting all Rodeo Austin events year round
- Research, prospect and establish sponsorship leads with local, regional and national businesses through networking and cold calls
- Collaborate with full sponsorship team to create, design, develop, negotiate and execute official sponsorships
- Professionally articulate and present Rodeo Austin sponsorship opportunities
- Plan, organize and schedule sponsorship networking meetings, lunches, etc.
- Provide weekly reporting on items such as prospect meetings, new opportunities, project development and targeted leads
- Consistently maintain communication with current and potential sponsors to promote a high degree of interest, involvement, and enthusiasm for Rodeo Austin
- Identify and assist in developing sponsorship assets and proper valuations
- Evaluate market and brand research to generate new sponsorship inventory ideas and concepts
- Ensure all sponsorship elements are properly activated and fulfilled. Post show, work with sponsorship team to develop a detailed sponsorship recap for each sponsor
- Oversee department budgets and timelines
- Recruit and manage collegiate interns
- Assist the full Marketing, Sponsorship, Rodeo and Entertainment department with all event execution
- Assist Sponsorship and Marketing Officer with special projects as assigned
- Work in an fast paced, high energy office setting on a daily basis, while collaborating with passionate volunteers
- Represent the organization at official functions and events and networking events, or public relations activities
- Support the mission and values of Rodeo Austin at all times

### **What You'll Need:**

- Bachelors' degree in a related industry or field; 5 years of related experience in sponsorship, advertising sales, event presentations and/or special event coordination or equivalent experience preferred but not required
- Proactive, high energetic approach and a drive to sell
- Results-driven with ability to positively influence and effectively interact and communicate (verbally and in writing) with cross-functional teams and internal and external customers
- Creative problem-solver with strong organizational skills and capacity to work both strategically and hands-on in high pressure and fast-moving environments
- Ability to self-start, work both independently and in a team setting
- Proficiency (or strong aptitude for immediate proficiency) in a variety of industry business tools such as Microsoft Office Suite, Adobe Creative Suite (preferred not required)

### **Perks & Benefits:**

- Comprehensive Medical, Dental and Vision plans
- Wellness Program
- 401(k) Retirement Plan with Match
- Competitive Vacation Plan
- Summer Flex Fridays
- Robust Holiday Schedule
- The chance to be part of something bigger – a mission with a Rodeo raising millions for Texas kids

### **Not sure if you Qualify?**

That's okay! If you're interested in the role and believe you could be a good fit, we encourage you to apply!

*Rodeo Austin is an equal opportunity employer, and we value diversity, equity and inclusion. All aspects of employment will be based on merit, competence, performance, and business needs.*

Please send cover letter, resume, design portfolio and list of references to:

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