

San Antonio Stock Show & Rodeo
Corporate Relations & Sponsorship Director
Job Description

Overview:

Develop, manage and implement sponsorship programs to maximize income potential and assure a successful event with satisfied corporate partners. Work in cooperation with volunteers and staff to guarantee optimal results through integrated efforts.

Responsibilities:

- Maintain and grow sponsorship relationships and revenue
 - Generate leads and follow through on referrals based on prospect's needs and SASSR objectives.
 - Creatively identify and value sponsorship inventory.
 - Prepare and present proposals.
 - Support, guide and coordinate with volunteers and staff departments to properly execute sponsorship contracts/initiatives.
 - Manage digital inventory and execution in the AT&T Center with third party production companies.

- Facilitate and maintain sponsor engagement
 - Meet regularly with sponsors and prospects to build relationships, strategize and manage expectations.
 - Assure quality hospitality and appreciation during the event and throughout the year.
 - Lead the creation and timely presentation of fulfillment reports in partnership with the Sponsorship Activation Manager.

- Maintain industry and business community awareness
 - Research and engage the local, state and national business communities for leads.
 - Maintain up-to-date knowledge of trends in sponsorship and cause marketing.
 - Maintain knowledge of sponsorship valuations to assure a quality pricing standard.
 - Work with marketing team and Public Affairs Committee to gather pertinent market information via surveys, focus groups, etc.

- Uphold a high level of administrative execution
 - Set goals, maintain tracking and projection forms.
 - Develop and manage sponsorship budgets—revenue projections and expenses.
 - Follow protocol and negotiate sponsorship agreements in approved contractual format.
 - Administrate appropriate allocation of revenue in cooperation with CMO.
 - In cooperation with Sponsorship Activation Manager:
 - Create and maintain all contracts and contract files
 - Create sponsor related invoices in cooperation with the accounting department
 - Assure sponsorship deadlines are met
 - Assure that all sponsorship deliverables are fulfilled and documented
 - Generate fulfillment reports

- Supervise the Sponsorship Activation Manager
 - Develop a strong partnership with high level of communication.
 - Oversee structure to track and execute activation deliverables in a timely manner.
 - Support and participate in activation efforts during the Stock Show & Rodeo.
 - Lead activation of digital components in the AT&T Center in cooperation with third party production companies.

- Coordination/Integration/Communication:
 - Be accessible to volunteers and support their sponsorship efforts for fundraising events and SASSR initiatives.
 - Maintain knowledge of and support for overall SASSR objectives balancing SASSR objectives with sponsorship objectives
 - Work with the Grounds/Attraction Manager, Retail Vendor Coordinator, Livestock and Horse Show Directors and Volunteer Chairmen related to sponsorships, underwriting and activation that affects these areas.
 - Maintain working knowledge of advertising/media communications plans and support those efforts.
 - Provide timely information and proofing for sarodeo.com website, social media, newsletter, app, related to sponsorships.
 - Actively learn all aspects of the organization from scholarship, livestock, volunteer organization, etc.
 - Support/participate in SASSR events and volunteer meetings throughout the year

- Qualifications:
 - College degree in marketing, communications, sports administration, or a related field.
 - 3-5 years of sponsorship or related experience
 - Able to work in a non-profit, volunteer driven team environment offering assistance and support whenever necessary.
 - Excellent people skills, with the ability to interact effectively across of broad spectrum from corporate VIP's to volunteers, staff and clients at all levels
 - High level of initiative and inner drive with the ability to work non-traditional hours.
 - Strong problem solving skills, written communication skills and presentation skills.
 - Highly organized, detail oriented, flexible and able to multi-task under pressure.
 - Knowledge of our event, a passion for our cause and guardian of the SASSR brand.

Resumes will be accepted until June 15th and can be emailed to Shirley Ramirez (shirley@sarodeo.com)