



POSITION/TITLE: Sponsorship Manager
STATUS: Full Time

TRACK SHACK EVENTS OVERVIEW

Track Shack Events is part of the locally owned Track Shack family of companies including Track Shack, a specialty running retailer and the Track Shack Youth Foundation. We are in the business of helping individuals reach their health and wellness goals through running and walking. Track Shack Events is an event marketing company that produces community road races throughout Central Florida.

QUALIFICATIONS

Bachelor's degree in marketing, business, finance, or related field
Minimum three years' experience with proven history in sponsorship and/or development

SUMMARY:

Key responsibilities include creating corporate sponsorship proposals, selling sponsorship opportunities to local businesses, and creating lasting partnerships. The Sponsorship Manager oversees all sponsor and partnership communication, agreements, and growth. This role is responsible for understanding the overall business functions and creating new ways to integrate partnerships into the events. Strategic planning and relationship building are key to the success of this position.

JOB DESCRIPTION:

- Soliciting, securing, and maintaining relationships with partners and sponsors.
- Create general and tailored proposals to be utilized in sponsor solicitation.
- Oversee communication and agreements with 50+ partners and sponsors associated with fifteen events.
- Oversee obligations, deliverables, and deadlines for sponsors such as: logo placement, copy, e-goodie bags, complimentary entries, ads, social post.
- Schedule and lead meetings with existing sponsors.
- Review and recap sponsor activations and proof of performance for future planning and learning.
- Coordinate directly with the Activations & Outreach Coordinator to create and implement sponsor activations that benefit sponsors.
- Coordinate with Event Managers for implementation of sponsor activations at events.
- Coordinate sponsor site meetings and communications prior to events.
- Meet and greet onsite sponsors at events and provide sponsor appreciate gifts and thank you's.
- Coordinate with Director of Finance to ensure payments are received and to report on annual sponsor revenue.
- Assist in all aspects of business development for Track Shack and Track Shack Events.

PREFERRED SKILLS

- Sales experience
- Ability to create, coordinate, design and implement promotions.
- Strong computer skills in Microsoft Word, Excel, PowerPoint, and CRM platforms.
- Experience organizing public and social events with clients and customers.
- Excellent verbal and listening skills; oral and written presentations.
- Dynamic self-starter who can operate in a fast-paced environment.
- Strong ability to work as part of a team.
- Ability to problem solve independently.
- Highly organized and can manage many tasks at once.

**BENEFITS**

- Salary commensurate with experience
- Health Insurance after 3 months probationary period
- 501K Match after 1 year
- Discounts on running apparel
- Complimentary event entries

Please send cover letter, resume and references to Karen@trackshack.com