



POSITION/TITLE: Business Development Coordinator
STATUS: Full Time
DEPARTMENT: Business Development

TRACK SHACK EVENTS

We are in the business of helping individuals reach their health and wellness goals through participation in running and walking events. Track Shack Events is a locally owned, event marketing company that produces 16 unique road races throughout Central Florida. It is the sister company to Track Shack, a specialty running retailer.

JOB DESCRIPTION

This is a great opportunity for someone looking to start a career in sports sponsorship sales, event activations, and brand partnerships. The Business Development Coordinator will assist in managing sponsorship fulfillment, partner relationships, and logistics for the OUC Orlando Half Marathon Weekend Expo & Bib Pickup presented by Brooks. This role is hands-on, working across multiple departments to ensure successful sponsor activations, partner involvement, and a seamless expo experience.

RESPONSIBILITIES

Sponsorship Activation & Partner Coordination:

- Execute sponsorship deliverables, including signage, advertising, apparel, social media, and digital assets.
- Maintain strong relationships with sponsors, ensuring agreements are fulfilled and activations run smoothly.
- Communicate event plans, activation needs, and deadlines at regular intervals leading up to events.
- Manage sponsor onboarding, including collecting company assets, logos, and promotional materials.
- Assist in tracking sponsorship performance, gathering data, and preparing post-event reports.
- Work with internal teams (Marketing, Operations, and Event Management) to coordinate sponsor deliverables and activation strategies.
- Support social media and digital promotions related to sponsorship activations.
- Provide recommendations for activation ideas, up-sell opportunities, and renewal strategies.
- Manage sponsor communications, including onboarding emails, event reminders, and post-event surveys.
- Track sponsor responses, activation plans, and compliance with event guidelines.
- Create content for sponsor-related race instructions, highlights, and promotional materials.
- Manage sponsor-related logistics on race day, including materials distribution, on-site activations, and any follow-up tasks.
- Send post-event thank you content.
- Create quarterly sponsorship update.

OUC Orlando Half Marathon Weekend Expo Coordination:

- Lead for Expo & Bib Pickup presented by Brooks, ensuring a smooth experience for sponsors, vendors, and participants.
- Coordinate site visits, layout planning, equipment needs, and load-in/load-out schedules.
- Work with Event Management and Operations to facilitate venue setup, logistics, and labor needs.
- Collaborate with Marketing and Graphic Design on sponsor signage, branding, and digital assets.
- Work with the Registration team to execute bib and t-shirt pick-up.
- Serve as the primary liaison between sponsors and venue/event staff to ensure seamless activations.
- Oversee on-site logistics, troubleshooting, and sponsor support.



QUALIFICATIONS AND SKILLS

- 2+ years of experience in sponsorship activation, event planning, or marketing (internships count!).
- Strong organization and communication skills with attention to detail.
- Strong customer service, relationship-building and conflict resolution skills.
- Ability to multitask, problem-solve, and work efficiently under deadlines.
- Strong problem solver with proactive and adaptable approach.
- Proficiency in Microsoft Office (PowerPoint, Excel, Word); experience with design software (Canva, Adobe Suite) is a plus.
- Familiarity with social media marketing and digital sponsorship activations are preferred.
- Ability to work weekends and event-related hours as needed.
- Must be able to lift up to 25 pounds.
- Positive attitude and a passion for providing excellent customer service.
- Passion for sports, running, events, and sponsorship activation is a plus!

EXPECTED WORK LOCATION & SCHEDULE

- Monday to Friday, 9:00 a.m. to 5:00 p.m.
- 16-20 events per year with weekend and night hours expected.
- Primary work location: Track Shack Events Office in Mills50 District of Orlando.
- Occasional work throughout Central Florida for Site Meetings, Events, and Sponsor Meetings.
- Minimal travel outside of Central Florida required.

BENEFITS

- Vacation, sick, and comp days.
- Health Insurance after three months probationary period.
- Potential for discretionary year-end bonuses.
- Retirement plan- 3% match after one year.
- Discounts on running apparel.
- Complimentary event entries.
- Complimentary training programs.
- Limited opportunity to attend industry events and professional development conferences.
- Event-issued merchandise and shoes.
- Opportunity to work remotely 16 hours per month.
- Salary commensurate with experience.

CONTACT

- Please send a resume and cover letter to Dave.Wolfe@TrackShack.com