

Sponsorship Coordinator

Job Description

The CCAIS is a non-profit organization working to preserve its agricultural heritage, to foster connections between agriculture, business, education, industry, and technology, and to engage an ever-increasing number and diversity of people from across the country and beyond.

To increase our impact and outreach, The CCAIS raises additional income and support from a variety of sources. Our efforts help with fostering effective corporate partnerships and community involvement. This is a key area for our organization. The strategy combines a corporate partnership and supporter levels within the sponsorship packages. Focusing on specific projects and events throughout the year secures sustaining funds to operate the fairgrounds.

All income generation is conducted in line with our Ethical Policy.

Collaborating closely with the Fair Manager and CCAIS board, the coordinator will conduct income generation activity, primarily through securing corporate and private sector sponsorship and income for our events and projects.

The sponsorship coordinator must possess strong sales and public relation skills. The coordinator must have excellent oral and written communication skills. This position also requires excellent organization and follow through skills. In addition, the Sponsorship Coordinator must maintain confidential information, be politically astute, and demonstrate a strong professional demeanor. The sponsorship coordinator will be responsible for achieving goals set by the CCAIS board through a wide range of fundraising mediums including corporate giving, local business donations, and in-kind contributions.

Duties will include:

1. Build a strong working relationship with the Fair Manager, CCAIS board, committee members, office personnel, volunteers and community members.
2. Develop high quality, successful event sponsorship models, in line with the CCAIS fundraising goals and policy.
3. Develop and implement a strategic plan for recruiting, developing new, and returning individual and corporate sponsors.
4. Ensure that event sponsorship products are consistent with our scheduled events and maximize Sponsorship opportunities and community partnerships.
5. Build and maintain strong profitable, long-term fundraising relationships with sponsors, potential sponsors, corporate partners, and supporters, through securing and leading new business meetings, and maintaining strong relationships.
6. Create, develop, and execute sponsor contracts specific to each donor that includes respective sponsor benefits as outlined in packages.

7. Monitor sponsor income and expenditures against allocated budget.
8. Prepare monthly progress report for fair manager and CCAIS board of directors. Ensure that all approaches to the corporate sector will be tracked consistently, through effective use of a tracking spreadsheet.
8. Prepare high quality external documents, including sponsorship marketing materials, brochures, contracts, correspondence, etc., as required (working closely with the events coordinator).
9. Coordinate and oversee delivery of all sponsor benefits including advertising commitments, signage, tickets, parking passes, etc.
10. Must be present at annual fair during its 7-day run to coordinate all sponsor-related events, such as Day at the Fair sponsor activities, sponsor banner rotations, load-in/out of sponsor booth participants, etc. Weekday fair hours are 5 PM until 10 PM and weekend fair hours are 9:00 AM until 10 PM.
11. Send thank you letters to each cash and in-kind sponsor within 45 days of the event.
12. Ensure that the CCAIS reputation for independence is not compromised by using consistent methods with executing the established sponsorship models.
13. Contribute to and support other departmental work as appropriate and the goodwill of the Calhoun County Fair.

Experience preferred but not required:

- A demonstrable record of success in new business development/sales roles.
- Demonstrable experience of maximizing opportunities from researching prospects to generating meetings and securing income.
- Experience of working in cross-departmental teams or structures to deliver projects.
- Experience with grant writing or coordinating grant writing endeavors.

Skills and abilities

- Highly self-motivated individual.
- Excellent influencing and negotiation skills.
- Excellent written and verbal communication skills.
- Excellent organizational skills.
- Possess the skill to pay attention to detail and the ability to ensure all outputs are of the highest quality.

- Demonstrable understanding of the charitable and/or policy sector.
- Excellent interpersonal communications skills, including tact and assertiveness, and the ability to communicate at all levels in a complex environment.
- Strong entrepreneurial skills.
- Motivated by the opportunity to support CCAIS goals.
- Able to tackle challenges constructively and find creative ways to excel.

Salary: Base salary plus percentage of sales to be discussed with candidate

Interested candidates should submit:

*A cover letter outlining the candidate's interest in the position.

*A summary of the applicant's available work schedule.

*A typewritten resume

Letters/resumes will be accepted by e-mail or by mailing to the following.

Email: ccaisoffice@gmail.com

Calhoun County Fair

720 Fair Street

Marshall, MI 49068