



## **JOB DESCRIPTION**

### **Sponsorship Coordinator**

#### **Competencies:**

The Sponsorship Coordinator must possess strong sales and public relations skills. The coordinator must have a command of the English language, including excellent punctuation and grammar. 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 and Events Coordinator must be proficient in Microsoft Word, Microsoft Excel and have some knowledge of Microsoft Publisher and Access.

**Under the supervision of the Director of the Communication & Marketing, the Sponsorship Coordinator** is responsible for achieving an agreed money-raising target through a wide range of fundraising mediums including corporate giving, local business donations, and in-kind contributions. Duties include:

1. Develop and implement a strategy for the recruitment and development of new and returning individual and corporate sponsors.
2. Build and maintain profitable, long-term fundraising relationships with sponsors and potential sponsors.
3. Develop sponsor contracts specific to each donor that includes respective sponsor benefits.
4. Monitor sponsor income and expenditures against the allocated budget.
5. Prepare monthly progress report for fair administration and its board of directors.
6. Develop and oversee design and production of donor support materials, such as brochures, contracts, correspondence, etc.
7. Coordinate and oversee delivery of all sponsor benefits including advertising commitments, signage, tickets, parking passes, etc.
8. Development and execute the annual sponsor recognition dinner including theme development, décor, catering, guest list database management, invitations, RSVPs, sneak preview tours, etc.
9. Staff the annual fair during its 10-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 p.m. until 11 p.m. and weekend fair hours are 12 noon until 11 p.m.
10. Develop and personally deliver a post-fair sponsor benefit and appreciation package to each cash and in-kind sponsor within 45-days of the annual fair.
11. Other duties as assigned related to sponsor relations and the goodwill of the Stanislaus County Fair.



### **Hours and Rate of Pay:**

The Sponsorship and Events Coordinator position is a 16-20 hour per week position which begins on or about ASAP. At fair time the position becomes full-time for the 10-day run of the fair.

Commencing June 6, 2018, the position will require a minimum of 30 hours, and may flex from week to week, up to 40 hours per week (Monday through Friday) through September 15, 2018.

During the weeks of July 2 through July 22, 2018, (the run of the fair) the position is full-time-plus and requires up to 15 hours per day for 11 consecutive days—no days off during the run of the fair.

Part-time hours are flexible and will be scheduled in advance with fair administrators.

Rate of pay for this position is \$14 per hour.

Interested candidates should submit:

1. A cover letter outlining the candidate's interest in the position.
2. A summary of the applicant's available work schedule.
3. A typewritten resume.

Letters/resumes will be accepted by e-mail, or United States mail as follows:

1. E-mail: [adrenna@stancofair.com](mailto:adrenna@stancofair.com) (type "Resume" in subject line of email)
2. U.S. mail:  
Adrenna Alkhas, Director  
Marketing and Communication  
Stanislaus County Fair  
900 N. Broadway  
Turlock, CA 95380

*Note: State of California law deems that fair positions are exempt from overtime pay. All hours are paid at regular pay and are not eligible for overtime compensation.*