



JOB OPENING: DIRECTOR OF SPONSORSHIP

The Position

Race Day Events is currently seeking a full-time, qualified professional to secure and execute sponsorships for endurance events.

About Race Day Events

Race Day Events is a leader in event production with a focus on endurance sports. Race Day Events manages the full event production for over 25 owned events and works with approximately 400 events each year.

Responsibilities:

- Design and implement a sustainable sponsorship strategy to market event assets to new and existing customers
- Identify industry trends and growth opportunities
- Assist project managers in the development of sponsorship assets
- Identify and evaluate prospective sponsors and expo vendors via cold calls, cold emails, and networking
- Close contracts and effectuate successful activation for event sponsors and expo vendors
- Provide excellent customer service employing Race Day Events' core values
- Maintain detailed prospective and current contacts lists and tracking data
- Meet monthly sales quota requirements
- Provide monthly sales forecasting
- Work closely with the marketing department and project managers to promote contracted sponsors and expo vendors
- Represent the company at endurance and networking events
- Determine and document return on investment for contracted sponsors
- Create monthly sponsorship reports for management
- Create and distribute sponsorship activation recap reports to sponsors

Qualifications:

- 3 years of proven sales experience
- Familiarity with CRM practices
- Outstanding interpersonal skills with the ability to build productive professional relationships
- Customer service focused
- Highly motivated and target driven
- Highly organized, detailed, and accurate
- Effective time management skills
- Ability to work independently and as part of a team
- Ability to thrive in a fast paced, evolving environment, and eagerness to collaborate
- Ability to travel and work some nights, weekends, select holidays, and odd hours as necessary
- Ability to lift 40 pounds
- Ability to work out of the Fitchburg, WI office
- Must have a valid driver's license and clean driving record

**2995 SUB-ZERO PARKWAY
FITCHBURG, WI 53719
608.316.5755**



All interested candidates are encouraged to submit a resume and cover letter as soon as possible. Race Day Events will accept resumes and letters until a suitable candidate is found. The intent is to have an accepted offer for this position in early November.

Please email resume and cover letter to Work@RaceDayEvents.com.

Race Day Events is committed to providing equal opportunities in employment. This means we treat our fellow employees and applicants fairly and avoid all unlawful discrimination. We do not discriminate against individuals on the basis of race, color, gender, age, national origin, religion, sexual orientation, gender identity or expression, marital status, citizenship, disability, veteran status, or any other legally protected factor.

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