

**DATE 1/5/12**

## **Sponsorship Sales Position**

### **SUMMARY**

The sponsorship sales position is responsible for cash and trade sponsorships for the Vail Valley Foundation's athletic events, concert series, Gerald R. Ford Amphitheater and the Vilar Performing Arts Center. Position plays a critical role in revenue generation to support the mission of the VVF.

Sponsorship sales position requires a successful sales person who has managed sponsorship sales from start to finish including cold calling local, regional and national companies, building relationships with brand managers, closing and fulfillment of the sponsorship on-site at an event or venue. In addition, this position will be held accountable to revenue goals set at the time of hire.

### **REQUIREMENTS FOR POSITION**

- Minimum 4 years of proven success in sponsorship sales
- Successful track record in achieving sales goals and revenue targets
- Strong willingness to make cold calls to secure new contacts, meeting and relationships
- Outstanding relationship building, presentation and negotiation skills
- Ability to ask for and close deals
- Ability to fulfill on-site sponsorship activation and programs
- Ability to work under pressure and deadlines
- Excellent oral, written and communication skills
- Ability to work closely and cooperatively with internal and external associates
- Willingness to work irregular and long hours during events
- Ability to travel to meet with prospects and clients

### **PRIMARY PROPERTIES WHICH REQUIRE REVENUE SUPPORT**

- Birds of Prey World Cup
- Street Beat Concert Series
- Winter Teva Mountain Games
- American Ski Classic
- Summer Teva Mountain Games
- Hot Summer Nights Concert Series
- Vail International Dance Festival
- USA Pro Cycling Challenge
- 2015 Alpine World Ski Championships
- Gerald R. Ford Amphitheater
- Vilar Performing Arts Center

### **REPORTING & OFFICE LOCATION**

- Sponsorship sales position based at VVF office, Avon, CO. Reports directly to Director of Sales.

### **TITLE AND COMPENSATION**

- Title – Sponsorship Sales Manager
- Year Round, Full Time with Benefits
- Vacation and sick time per VVF vacation and sick time accrual policy
- Position will provide a base salary and commission plan