

Central Arizona Fair Association

Vendor/Sponsorship Coordinator Job Description

Job Title: Sponsorship Coordinator

Job Summary: As a Sponsorship Coordinator, you will play a pivotal role in developing and maintaining partnerships between our organization and external sponsors. Your primary responsibility is to secure financial support and strategic partnerships that align with our goals and objectives. You will be responsible for managing relationships with existing sponsors, identifying new sponsorship opportunities, and ensuring the successful execution of sponsorship agreements. This role requires strong interpersonal skills, attention to detail, and a proactive approach to relationship management.

Key Responsibilities:

1. Sponsorship Acquisition:

- Identify and research potential sponsors that align with the organization's values, mission, and target audience.
- Develop and implement a proactive strategy for acquiring new sponsors, including outreach, proposal development, and negotiation.

2. Relationship Management:

- Cultivate and maintain strong relationships with existing sponsors to ensure satisfaction and loyalty.
- Serve as the primary point of contact for sponsors, addressing inquiries, concerns, and ensuring contractual obligations are met.
- Regularly communicate with sponsors to provide updates on the impact of their support and explore additional collaboration opportunities.

3. Proposal Development:

- Create compelling sponsorship proposals tailored to the needs and interests of potential sponsors.
- Collaborate with internal teams to gather relevant information and create customized sponsorship packages.

4. Contract Negotiation and Execution:

- Negotiate sponsorship agreements, ensuring terms are mutually beneficial and aligned with organizational goals.
- Coordinate the execution of contracts and ensure all parties fulfill their commitments.

5. Event Support:

- Work closely with event planning teams to integrate sponsorships seamlessly into events and programs.
- Provide on-site support during sponsored events, ensuring sponsors receive maximum exposure and value.

6. Budget Management:

- Develop and manage the sponsorship budget, tracking revenue, and expenses related to sponsorship activities.

7. Reporting and Analysis:

- Prepare regular reports on sponsorship performance, providing insights and recommendations for improvement.

- Conduct post-event evaluations to assess the success of sponsorships and gather feedback for future improvements.

Qualifications:

- Proven experience in Marketing, Business, Communications, or a related field.
- Proven experience in sponsorship coordination, business development, or related roles.
- Strong negotiation, communication, and interpersonal skills.
- Ability to work independently and collaboratively in a fast-paced environment.
- Exceptional organizational and project management skills.
- Familiarity with relevant software and tools for proposal development and relationship management.

Job Title: Fair Vendor Coordinator

Job Summary: As a Fair Vendor Coordinator, you will play a vital role in organizing and managing the vendor experience at fairs and events. Your primary responsibility is to coordinate the participation of vendors, ensuring a smooth and successful fair by facilitating logistics, communication, and relationship management. This role requires strong organizational skills, attention to detail, and effective communication to create a positive and vibrant vendor presence at fairs.

Key Responsibilities:

1. **Vendor Recruitment and Selection:**
 - Identify and recruit vendors that align with the theme and goals of the fair.
 - With the director, evaluate vendor applications, conduct interviews, and make selections based on product/service relevance and quality.
2. **Contract Negotiation and Execution:**
 - With the director, draft, review, and manage vendor contracts, ensuring compliance with fair policies and regulations.
3. **Logistics Coordination:**
 - With the director, plan and coordinate vendor booth assignments, ensuring optimal layout and traffic flow.
 - With the director, provide vendors with logistical information, including load-in/out procedures, parking, and setup details.
4. **Communication and Support:**
 - Serve as the main point of contact for vendors, addressing inquiries, concerns, and providing necessary information.
 - Communicate fair guidelines, rules, and regulations to vendors and ensure compliance.
5. **On-site Management:**
 - Oversee vendor setup and ensure compliance with event regulations.
 - Address any on-site issues or concerns, working closely with vendors to ensure a positive experience.
6. **Promotion and Marketing Collaboration:**
 - Collaborate with the marketing team to promote vendors and their offerings before and during the fair.
 - Coordinate promotional opportunities for vendors to enhance their visibility.
7. **Vendor Relations:**
 - Foster positive relationships with vendors to encourage their continued participation in future fairs.

- Gather feedback from vendors to enhance the fair experience and address any areas for improvement.
8. **Financial Management:**
 - Manage vendor payments, invoices, and financial transactions in collaboration with the finance department.
 9. **Documentation and Reporting:**
 - Maintain accurate records of vendor agreements, communications, and event-related documents.
 - Generate reports on vendor participation, sales, and other relevant metrics.

Qualifications:

- Proven experience in Marketing, Communications, Event Management, Business, or a related field.
- Proven experience in event coordination, vendor management, sponsorship coordination, business development, or a similar role.
- Strong interpersonal, negotiation, and communication skills.
- Exceptional organizational and multitasking abilities.
- Ability to work efficiently under pressure in a fast-paced environment.
- Ability to work independently and collaboratively in a fast-paced environment.
- Familiarity with fair and event logistics.
- Proficiency in relevant software and tools for event planning and vendor management.

If you have a passion for creating memorable fair experiences and possess the necessary skills, we encourage you to apply for the Fair Sponsorship/Vendor Coordinator position.

Certificates, Licenses, Registrations: Must have a valid Arizona motor vehicle operator's license. Must have a driving record clean of major violations.

Other Skills, Abilities and Qualifications: Regular attendance is required.

Employees in this job classification are designated as essential employees and must report to work as scheduled by the fairground's office, which will include evenings and weekends.

Work Environment: There will be exposure to the elements, dust, heat, cold and temperature changes. The fairgrounds offer year-round event services. However, the busiest season is from September to May.

With multiple events back-to-back, it is required that the applicant expect to work over 40 hours a week when multiple events are scheduled. This includes evenings and weekends with some months having very few days off.

This worker is supervised by the director and generally does not supervise others, however, may be required to supervise seasonal or temporary employees.

Compensation: \$16.00 per hour or DOE

Sick time at accrual at 1 hr. for every 30 hours worked (may only use 40 hours annually)

This position is funded by the Central Arizona Fair Association, a non-profit organization. This is not a county-funded position. CAFA provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state or local laws. This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation, and training.