



LOGAN COUNTY FAIR BOARD

Position Title: **SPONSORSHIP COORDINATOR**

PURPOSE AND ROLE AS A FAIR BOARD MEMBER:

To provide advice and assistance in the planning and development of the policies, programs and activities related to the conduct of the fair. The Fair Board shall be responsible for the planning, development and conduct of those activities or assignments that are not in conflict with state or federal statutes.

An appointed member will serve a term of three years and shall attend meetings scheduled for the second Thursday of every month. Members will be present at the annual Fair to conduct their board member responsibilities. All members on the board will report to the Fair Board Manager and work in close cooperation with the Fair Board President.

POSITION SUMMARY:

To secure a group of paying sponsors or in-kind support for the fair or a specific event in exchange for an advertising opportunity. Duties include seeking a list of potential sponsors, managing relationships to solicit their participation, and organizing their promotion in the event.

SKILLS & EXPERIENCE

- Connection or ongoing relationship with corporations, organizations, community leaders and businesses
- Verbal and written communication skills
- Self-motivated

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Develop and implement a sponsorship sales plan for increasing revenues in a cost-effective manner
- Utilize the Fair Board budget to achieve the sales plan
- Develop, maintain and implement sponsorship program guidelines and packages to increase sponsorship recruitment, satisfaction, and support
- Manage all sponsorship activities and reserve complimentary seating and parking.

POSITION COLLABORATORS

- Utilize Advertising and Promotions chair to get Sponsorship Ads in the Newspaper and other advertising avenues.
- Work closely with Fair Admin Assistant to get updates on Sponsorship dollars coming in, coordinate reserved seating for sponsors, distribute complimentary tickets for sponsors.
- See attachment for full list of previous and current Sponsorships and contacts

TIME COMMITMENT

- Fair-January– Brainstorm new opportunities or ideas to keep sponsors excited and involved.
- January– Get sponsorship levels approved by Fair Board. Construct sponsorship letters and invoices. Mail Sponsorship Packets to potential and former/current sponsors.
- January-Fair– Seek potential new sponsors and recruit them for a current package or develop one to fit their needs.
- Fair– Help where needed. Most Sponsorship work is completed leading up to fair. Use it as an opportunity to recruit new sponsors for the next year.

ADDITIONAL INFORMATION:

See attachments for example of package levels form, sponsorship packet letter, invoice sheet, previous sponsorship donations, seating chart for sponsors.