**Job Title:** Director of Business Development & Sponsorship Sales

**Classification:** Full-Time

**Status:** Exempt

**Organization Overview:**

Equestrian Events, Inc. (EEI), is a nonprofit organization that supports the development of equestrian sports through the staging of events at the highest level. EEI is best known for producing the annual Kentucky Three-Day Event, the nation’s premier eventing competition and one of only seven annual 5\* three-day events in the world as well as the Kentucky Invitational Grand Prix CSI4\* on the same weekend. In addition, EEI will host the United States Eventing Association (USEA) American Eventing Championships in 2024, and 2026-2028.

EEI oversees all budgeting, competition, sponsorship sales, vendor fairs, ticket sales, hospitality, security, branding, merchandise, marketing and more for these events.

Committed to being a pillar of the equestrian community, both in Kentucky and throughout the world, EEI works in collaboration with other events and organizations throughout the year to promote and elevate equestrian sports throughout the U. S. and internationally.

**Position Summary:**

The Director of Business Development & Sponsorship Sales holds a pivotal role within our organization, spearheading revenue generation efforts through sponsorship sales exceeding $2.5 million, along with securing in-kind sponsorships totaling over $500,000 for esteemed equestrian events including the Kentucky Three-Day Event, the Lexington 4\*, the Kentucky Invitational CSI4\*, and other competitions hosted by EEI. Reporting directly to the Executive Director, this position entails managerial oversight of the Sponsorship Manager and the Trade Fair Manager/Office Manager.

**Objectives of this Role:**

* Act as a key member of the management team, actively participating in routine meetings including board of directors’ sessions, staff meetings, and external contractor collaborations for planning and logistics purposes.
* Lead the solicitation efforts for sponsors across multiple events, ensuring alignment with organizational objectives and financial targets.
* Manage and provide guidance to the Sponsorship Manager and Trade Fair Manager, overseeing their day-to-day responsibilities and facilitating training sessions as needed.
* Serve as the primary liaison to major sponsors, fostering strong relationships and ensuring fulfillment of sponsorship obligations.
* Conduct comprehensive P/L assessments on agreements, negotiate terms, and explore new revenue-generating opportunities while optimizing operational efficiencies.
* Ensure prominent event branding for sponsors and EEI through strategic placement of signage and other promotional materials.
* Collaborate with hospitality committees and external partners to enhance sponsor experience and satisfaction.
* Proactively prospect potential sponsors through various channels including trade publications, industry events, and social media platforms.
* Develop customized sales decks and sponsorship proposals tailored to meet the unique marketing objectives of potential sponsors.
* Facilitate the entire sponsorship agreement process from initial outreach to contract execution and invoice reconciliation.
* Maintain thorough documentation of sponsor files, invoices, and communications while ensuring compliance with all relevant guidelines and regulations.
* Generate and analyze sales reports to track progress towards revenue targets and inform strategic decision-making.
* Represent EEI at industry events and conferences, leveraging speaking opportunities to further enhance brand visibility and attract potential sponsors.
* Collaborate closely with the senior director of competition to innovate and diversify sponsorship offerings, ensuring alignment with FEI guidelines and enhancing the overall event experience.
* Coordinate with logistics teams to optimize the placement of sponsored areas and activations, maximizing the impact and profitability of sponsorships.
* Negotiate in-kind sponsorships to reduce expenses and enhance the organization's bottom line.
* Collaborate with marketing teams to ensure cohesive sponsor-related promotions across various channels.
* Facilitate annual sponsor satisfaction surveys to gather feedback and drive continuous improvement initiatives.

**Required Skills and Qualifications:**

* Bachelor's degree (or equivalent) in business, marketing, or a related field; Master's degree preferred (or equivalent industry experience).
* Proven track record of success in sponsorship sales and business development within the sports or events industry, with a minimum of five years of relevant experience.
* Strong leadership skills with the ability to effectively manage and motivate teams.
* Excellent communication and negotiation abilities, with a demonstrated aptitude for building and maintaining strategic partnerships.
* Proficiency in sales and CRM software, along with proficiency in Microsoft Office Suite.
* Thorough understanding of sponsorship industry trends, best practices, and regulatory requirements.
* Highly organized with exceptional attention to detail and the ability to thrive in a fast-paced, deadline-driven environment.
* Willingness to travel and work flexible hours as needed.

**Compensation:**

Commensurate with experience and includes a competitive benefits package.

**Application Instructions:**

To apply for this position, please submit your resume and a cover letter outlining your relevant experience and qualifications to [hiring@eq-events.com](mailto:hiring@eq-events.com). Applications will be accepted until May 15. We thank all applicants for their interest in joining our team; however, only those selected for an interview will be contacted.