



EMPLOYMENT OPPORTUNITY

Position:	Director, Sponsorship Sales & Brand Partnerships
Compensation:	Commensurate with experience
Job Status:	Full-time
Benefits:	Medical, Dental, 401k plan
Start Date:	Flexible
Location:	Los Angeles/Burbank Area

Description

We are seeking an experienced and dynamic Director of Sponsorship Sales and Brand Partnerships to join our team and lead the sponsorship revenue generation efforts and brand collaboration initiatives across our multiple properties. As the Director of Sponsorship Sales and Brand Partnerships, you will play a pivotal role in driving partnerships with brands and organizations that align with our events' values and resonate with our diverse audience.

Key Responsibilities

- **Strategy Development:** Develop and implement a comprehensive sponsorship sales and brand partnership strategy that aligns with the company's objectives and growth targets for each event property.
- **Partnership Acquisition:** Identify and prospect potential sponsors, brands, and partners to secure revenue generating partnerships for our events. This includes both sponsorship opportunities and brand collaboration projects.
- **Relationship Management:** Cultivate and maintain strong relationships with existing sponsors and partners, ensuring their continued engagement and satisfaction with brand collaboration efforts.
- **Customized Proposals:** Create compelling and tailored sponsorship proposals that highlight the unique value and benefits of associating with our events and showcase the potential of brand partnership initiatives.
- **Negotiation:** Skillfully negotiate sponsorship agreements, terms, and deliverables to achieve successful partnerships, as well as collaborate on brand partnership terms and objectives.
- **Collaboration:** Collaborate with various internal teams, including marketing, events, and production, to deliver on sponsorship commitments and brand collaboration projects while providing maximum exposure for sponsors and brand partners.

- Revenue Tracking: Monitor and report on sponsorship revenue performance and brand partnership outcomes, providing regular updates to senior management.
- Market Research: Stay abreast of industry trends, competitor activities, and potential partnership opportunities to stay ahead in the sponsorship and brand partnership landscape.
- Travel required.

Qualifications

- Proven Experience: At least 7 years of successful experience in sponsorship sales and brand partnerships, preferably in the events, entertainment, or media industry.
- Strong Network: An established network of contacts within the sponsorships and brand marketing space, with the ability to leverage these relationships for new opportunities.
- Results-Oriented: Demonstrated track record of achieving and exceeding sponsorship revenue targets and successfully executing brand collaboration projects.
- Strategic Thinker: Ability to develop and execute creative and effective sponsorship and brand partnership strategies that deliver on both sponsor and company objectives.
- Excellent Communication: Exceptional verbal and written communication skills, with the ability to craft persuasive and professional proposals for sponsorships and brand partnerships.
- Team Player: Collaborative and capable of working effectively with cross-functional teams.
- Industry Knowledge: A deep understanding of the events and entertainment industry, with a focus on trends, market demands, and audience preferences related to both sponsorships and brand partnerships.
- Flexibility: Willingness to travel and work irregular hours during peak event periods.

ABOUT NICE CROWD

NICE CROWD, formerly ABFF Ventures, is a leading entertainment company in the event tourism arena. NICE CROWD specializes in the development and marketing of festivals and other live experiences that showcase BIPOC culture and achievement while promoting travel to leading destinations around the world. To learn more about NICE CROWD events, visit www.nicecrowd.com.

HOW TO APPLY

If you are passionate about driving successful partnerships, promoting cultural diversity, and creating meaningful brand collaborations, we invite you to apply for the position of Director of Sponsorship Sales and Brand Partnerships. Join our team and help shape unforgettable experiences for our audiences while building lasting connections with our sponsors and brand partners.

We offer a competitive salary commensurate with experience. Please email résumé, cover letter and salary requirements to: jobs@abffventures.com.