



SPONSORSHIP COORDINATOR

Job Description and Employment Posting

Employer	37th District Agricultural Association - Santa Maria Fairpark
Location	937 South Thornburg Street, Santa Maria, California 93458
Reports To	Chief Executive Officer
Employment Status	Part-Time
FLSA Status	Non-Exempt
Compensation	Varies. Starting at \$22.00 hourly + incentives
Schedule	In-office as required to complete contracts, meetings, and planning, with evenings, weekends, holidays, and extended hours required during major events
Application Deadline	Open Until Filled

Position Summary

The Sponsorship Coordinator is a revenue-producing sales and relationship-management professional responsible for developing, securing, administering, and fulfilling sponsorships for the Santa Barbara County Fair and year-round Santa Maria Fairpark events, programs, facilities, competitions, educational activities, and approved improvement projects. The position manages the complete sponsorship cycle - prospecting, proposal development, negotiation, agreement preparation, invoicing coordination, benefit fulfillment, reporting, and renewal - while protecting the integrity of the Fairpark and ensuring that all commitments are operationally feasible, properly approved, accurately documented, and delivered on time.

Essential Duties and Responsibilities

Sponsorship Sales and Revenue Development

- Research and identify qualified prospective sponsors, advertisers, community partners, agricultural businesses, vendors, agencies, and in-kind contributors.
- Develop and maintain an active sales pipeline through telephone calls, email outreach, networking, referrals, presentations, community involvement, and in-person meetings.
- Prepare professional sponsorship proposals, presentations, menus, activation concepts, and customized packages that align sponsor objectives with available Fairpark opportunities.

SANTA MARIA FAIRPARK

- Solicit and secure cash sponsorships, advertising, naming opportunities, promotional partnerships, and approved in-kind goods and services.
- Present proposals, respond to questions, negotiate terms within approved parameters, and close agreements in support of established revenue goals.
- Identify opportunities to renew, upgrade, bundle, or extend sponsorship relationships across multiple events, programs, facilities, and seasons.

Sponsor Relationship and Account Management

- Serve as the primary point of contact for assigned sponsors from initial outreach through post-event follow-up.
- Maintain responsive, professional communication and build long-term relationships based on trust, accuracy, and measurable value.
- Collect sponsor logos, advertisements, approvals, guest lists, promotional materials, activation requirements, and other assets by established deadlines.
- Coordinate sponsor meetings, site visits, hospitality arrangements, and event participation as needed.
- Address questions and concerns promptly and escalate unresolved issues, production delays, or potential fulfillment failures to management.
- Conduct post-event follow-up, document sponsor feedback, and begin renewal discussions in a timely manner.

Agreements, Approvals, and Benefit Fulfillment

- Prepare or coordinate written sponsorship agreements, order forms, and supporting documentation that clearly identify sponsor contributions, Fairpark obligations, deadlines, and responsible departments.
- Confirm the availability, cost, timing, space, staffing requirements, and operational feasibility of each benefit before it is offered or promised.
- Obtain required management approval for rates, discounts, trades, complimentary benefits, naming rights, category exclusivity, nonstandard terms, and other special commitments.
- Track and coordinate delivery of signage, banners, digital and print recognition, website placement, social media, program or fair-book advertising, announcements, electronic-message-board exposure, naming rights, tickets, parking passes, credentials, hospitality, booths, displays, sampling, and activation space.
- Maintain a complete fulfillment checklist and proof-of-performance file for every sponsor.
- Protect approved category exclusivity and prevent duplicate, conflicting, or overcommitted sponsorship inventory.

Internal Coordination

- Coordinate sponsor commitments with marketing, graphic design, printing, ticketing, admissions, grounds, maintenance, event operations, accounting, vendors, concessionaires, entertainment, livestock, exhibits, and executive management.
- Provide clear, accurate, and timely instructions to each department responsible for delivering sponsor benefits.
- Participate in planning meetings and maintain internal timelines for production, installation, hospitality, and activation needs.
- Identify conflicts or unavailable inventory early and work with management to develop acceptable alternatives before commitments are made.
- Support consistent sponsor recognition standards so that benefits are equitable, professional, and aligned with approved package levels.



Records, Revenue Tracking, and Reporting

- Maintain complete and accurate Fairpark-controlled records for prospects and sponsors, including contact history, proposals, agreements, invoices, payments, in-kind values, assets, deadlines, fulfillment status, and renewal dates.
- Track sold and available sponsorship inventory and maintain a current record of all commitments.
- Coordinate invoicing, payment follow-up, reconciliation, and documentation of in-kind value with accounting staff.
- Prepare regular sales-pipeline and management reports showing prospects, proposals, committed revenue, collections, fulfillment status, renewal probability, and unresolved risks.
- Monitor revenue against established goals and prepare forecasts, year-over-year comparisons, and post-event summaries.
- Retain photographs, screenshots, printed samples, affidavits, and other documentation demonstrating delivery of sponsor benefits.

Fairtime and Event Execution

- Verify that sponsor signage, displays, advertisements, activations, and recognition are installed or delivered accurately and on schedule.
- Greet sponsors and assist sponsor representatives, guests, and activation teams.
- Coordinate distribution of credentials, tickets, parking passes, hospitality materials, and related benefits.
- Resolve sponsor fulfillment concerns in real time and communicate material issues to management.
- Photograph and document sponsor exposure for proof-of-performance reports.
- Work evenings, weekends, holidays, early mornings, and extended hours during the Santa Barbara County Fair and other major events.

Additional Responsibilities

- Represent the 37th District Agricultural Association and Santa Maria Fairpark professionally in all interactions.
- Attend social, political and other outreach opportunities regularly.
- Protect confidential business, pricing, prospect, contract, and financial information.
- Follow all Fairpark policies, procedures, safety requirements, and applicable state rules.
- Perform other related duties and special projects as assigned.

Required Qualifications

- Demonstrated experience in sponsorship sales, advertising sales, fundraising, business development, account management, marketing, or a closely related field.
- Ability to confidently solicit financial support, conduct presentations, negotiate terms, and close agreements.
- Strong written, verbal, interpersonal, customer-service, and presentation skills.
- Excellent organization, follow-through, accuracy, and attention to detail.
- Ability to manage multiple sponsors, deadlines, event dates, deliverables, and competing priorities simultaneously.
- Proficiency with standard office software, spreadsheets, databases or customer-relationship-management systems, email, and presentation tools.
- Ability to work independently while coordinating effectively with multiple departments and outside partners.
- Availability to work evenings, weekends, holidays, and extended hours during major events.
- Valid driver license and ability to travel locally for sponsor meetings, community activities, and site visits.



Preferred Qualifications

- Prior sponsorship or advertising sales experience involving fairs, festivals, entertainment venues, sports, agriculture, tourism, nonprofit organizations, or community events.
- Established professional relationships within the Santa Maria Valley, Central Coast, agricultural community, or regional business community.
- Experience developing sponsorship proposals, presentations, activation plans, revenue reports, and proof-of-performance summaries.
- Working knowledge of digital advertising, social media, signage, print production, ticketing, hospitality, and event activations.
- Experience valuing, documenting, and reconciling in-kind goods and services.
- Bilingual English and Spanish communication ability.
- College coursework or a degree in marketing, communications, public relations, business administration, event management, or a related discipline. Relevant professional experience may be substituted for education.

Knowledge, Skills, and Abilities

- Professional sales, prospecting, negotiation, relationship-building, and closing skills.
- Ability to translate sponsor objectives into practical and mutually beneficial event opportunities.
- Sound judgment regarding pricing, inventory, confidentiality, fairness, and the limits of organizational authority.
- Ability to communicate detailed commitments clearly to both external partners and internal operating teams.
- Ability to recognize operational risks and avoid making commitments that cannot be fulfilled.
- Ability to analyze sales activity, revenue, renewal patterns, fulfillment status, and return-on-investment information.
- Calm, professional problem-solving under time pressure and during live events.

Performance Expectations

- Achievement of established cash and in-kind sponsorship goals.
- Growth in new sponsor acquisition and existing sponsor accounts.
- Strong sponsor renewal and retention rates.
- Timely collection of sponsor payments and accurate documentation of in-kind value.
- Complete, accurate, and timely fulfillment of approved sponsor benefits.
- Current and reliable sponsor records, pipeline reports, and revenue forecasts.
- Professional sponsor satisfaction, responsiveness, and issue resolution.
- Complete proof-of-performance reporting following major events.



Physical and Working Conditions

This position works in both office and event environments. The employee may be required to:

- Remain seated or standing for extended periods; walk substantial distances across the Fairpark grounds; and move between indoor and outdoor work areas.
- Use a computer, telephone, and standard office equipment for extended periods.
- Occasionally lift, carry, position, or move materials weighing up to [25/50] pounds, with or without reasonable accommodation.
- Work in varying weather conditions, dust, noise, crowds, uneven ground, and active event-production environments.
- Drive locally and attend meetings or events away from the Fairpark.
- Work nontraditional hours, including evenings, weekends, holidays, early mornings, and extended shifts during major events.

Authority and Limitations

- The Sponsorship Coordinator may present and sell only approved sponsorship inventory and packages.
- The position may not independently approve discounts, trades, complimentary benefits, naming rights, exclusivity, multi-year obligations, or nonstandard contract terms unless specifically authorized in writing.
- All sponsor commitments must be documented in Fairpark-controlled systems and supported by an approved written agreement or order form.
- All sponsor relationships, records, proposals, agreements, artwork, contact information, and related work products are the property of the 37th District Agricultural Association.

How to Apply

Submit the following:

- A completed application or resume
- A cover letter describing relevant sales, sponsorship, fundraising, marketing, or account-management experience.
- Three professional references.
- [Optional: Examples of sponsorship proposals, sales results, or related work product.]
- **Submit materials to:** Online at <https://santamariafairpark.com/employment/> or in person at 937 S Thornburg, Santa Maria CA, 93458

Application deadline: Open Until Filled

Equal Employment Opportunity

The 37th District Agricultural Association is an equal opportunity employer. Employment decisions are based on qualifications, merit, and organizational needs, consistent with applicable law. Reasonable accommodation will be provided to qualified applicants and employees with disabilities as required by law.



Acknowledgment

This job description describes the general nature and level of work expected for this position. It is not intended to be an exhaustive list of every duty, responsibility, or qualification. Duties may be modified, added, or reassigned based on operational needs.

Employee Name

Date

Employee Signature

Supervisor Signature

Date

Date