



**Company:** Oklahoma State Fair, Inc.  
**Position Title:** Vice President of Sponsorship & Business Development  
**Department:** Sponsorship & Business Development  
**Reports To:** Executive Vice President of Marketing; President & CEO  
**Supervises:** N/A  
**Pay Range:** \$85,000/year + commissions

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### **Job Responsibilities and Requirements**

- Develop and execute the objectives, strategies, tactical execution, and implementation of the Sponsorship & Business Development program for both the Oklahoma State Fair and OKC Fairgrounds.
- Research, identify, and contact sponsorship candidates to secure sell-in.
- Develop sales materials and presentations for sell-in process.
- Consult with prospective sponsors to assist in designing custom packages to meet their marketing objectives.
- Manage final negotiation and contract completion with sponsors.
- Coordinate with Marketing Executive Vice President and State Fair Executive Vice President to ensure fulfillment of sponsors' objectives as it relates to their designated areas.
- Prepare sponsors' post-performance summary of benefits received and results.
- Ensure all deliverables are met for sponsors prior to and during the run of the State Fair.
- Maintain on-going communication and relationship building with sponsors and respective agencies.
- Assist accounting in obtaining sponsorship fees and ad display payments in a timely manner.
- Ensure growth of corporate ticket sales program at the Oklahoma State Fair through the recruitment of new customers and retention of current customers.
- Work with ticket office to develop comprehensive collateral sales materials for solicitation of group ticket sales and unlimited carnival armband vouchers.
- Create consumer event promotions for sponsors and outside ticket vendors as it relates to the Oklahoma State Fair.
- Develop and maintain a Pipeline Report for Sales and Sponsorship leads which will be submitted to the Executive Vice President of Marketing upon request. This is a fluid document that will be updated based on continuing communication with Sales and Sponsorship leads.
- Maintain and submit via the Executive Vice President of Marketing the bi-weekly Summary Report to the President & CEO detailing the success of the program.
- Submit all contracts and collateral materials for review before distribution.
- Assist in other departments as needed.
- Other duties as assigned by the President & CEO and/or the Executive Vice President.

### **General Requirements**

- Utilize task prioritization and effective time management skills to meet frequent and competing deadlines in a high-volume, high-stress environment.
- Perform detailed work in a team-oriented, fast-paced, event-driven environment handling multiple tasks with flexibility in a calm, professional manner.
- Effectively communicate with others in a clear, business-like, respectful and personable manner focused on generating a positive, enthusiastic and cooperative environment.
- Maintain high standards of appearance and grooming (i.e., clean, wrinkle free clothing, proper uniform/attire, close attention to personal hygiene).
- Meet the company standard for excellent attendance, job reliability, diligence and dedication.
- Possess a valid driver's license and a clean driving record.
- Speak, read and write in English.

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### **Additional Job Requirements**

- College degree, or equivalent experience, required.
- General accounting and budget experience preferred.
- Proficiency with computers including but not limited to Microsoft Office products (Word, Excel, Access, and PowerPoint).
- Marketing, Public Relations, and Management experience preferred.

### **Physical Requirements and Working Conditions**

- Extended hours, nights and weekends may be required during peak periods.
- Frequent or continual movement from place to place with normal physical mobility, covering long distances with ease, managing assigned tasks throughout various indoor and outdoor locations within and around the property and in potentially inclement/severe weather conditions.
- Regularly lift, carry and put away items weighing up to 25 lbs. and occasionally lift and carry heavier items and/or assist others in lifting heavier objects, as job demands.
- Walk and/or stand for extended periods in addition to other prolonged physical exertions including seeing, hearing, reaching, grasping, lifting, pushing, pulling, squatting, crouching, stooping, bending, kneeling, climbing and working in awkward positions and tight areas may be required.

### **Benefits & Perks**

- Medical, Dental and Vision plans available.
- Flexible Spending Accounts.
- Life Insurance, Dependent Life and AD&D.
- Short-Term and Long-Term Disability Insurance.
- Other Supplemental Insurance.
- Paid Time Off.
- 401(k) program available (rules and conditions apply).