EVENT MARKETING STRATEGIES

PARTNERSHIP SALES MANAGER

POSITION DESCRIPTION

ABOUT OUR COMPANY

Event Marketing Strategies (EMS) is an experiential marketing agency, helping companies to create unique and memorable connections with their audience.

ABOUT THE ROLE

Partnership Sales Manager | Columbus, OH | Hybrid | Full-Time

This role is responsible for identifying, prospecting, selling, and developing corporate partnerships that create value for both sponsors and event audiences. The ideal candidate is a confident salesperson who understands how to turn an event audience, property, experience, or activation into a compelling marketing opportunity.

This is a highly relationship-driven role for someone who enjoys being in the community, opening doors with businesses, developing creative ideas, and closing deals.

POSITION DESCRIPTION

Sponsorship & Partnership Sales

- Develop and execute annual sales plans for the Ohio State Fair and Jazz & Rib Fest, and other venues or events as the agency grows.
- Prospect, qualify, and secure new corporate sponsors and event partners.
- Manage the full sales cycle from lead generation and initial outreach through proposal development, negotiation, closing, and renewal.
- Sell sponsorship assets including naming rights, presenting partnerships, experiential activations, signage, digital opportunities, hospitality, promotions, sampling, media integrations, and custom programs.
- Develop customized sponsorship packages based on a prospect's marketing objectives, target audience, and budget.
- Consistently achieve or exceed individual and team revenue goals.

Business Development

- Build and maintain a robust pipeline of prospective sponsors across key categories including CPG, food & beverage, financial services, healthcare, automotive, retail, telecommunications, insurance, tourism, and other consumer-facing brands.
- Identify businesses and brands looking to reach Ohio consumers through high-volume community events.

- Develop relationships with marketing executives, business owners, agencies, and community leaders.
- Research prospective partners and identify opportunities for strategic introductions and cross-promotional partnerships.
- Pursue both local/regional businesses and national brands with a presence in Ohio.

Relationship Management

- Serve as a primary point of contact for assigned sponsors and prospective partners.
- Build long-term relationships that lead to renewals, expanded partnerships, and multi-year agreements.
- Understand each partner's objectives and translate them into meaningful event experiences.
- Collaborate with partnership team members to ensure sponsors receive the value promised in their agreements.
- Participate in sponsor meetings, site visits, planning sessions, events, and post-event recaps.

Creative Partnership Development

- Work closely with the creative, marketing, production, and event teams to develop innovative sponsorship concepts.
- Think beyond traditional sponsorship inventory and identify opportunities for brands to own an experience, rather than simply purchase signage.
- Develop ideas for experiential activations, consumer engagement, sampling, contests, promotions, community programs, hospitality, and content.
- Stay current on consumer trends, brand marketing strategies, experiential marketing, and sponsorship best practices.

Event Execution

- Be actively involved onsite at the Ohio State Fair and Jazz & Rib Fest, and other venues or events as the agency grows.
- Support sponsor activation, hospitality, signage, promotions, and other partnership deliverables.
- Build relationships with sponsors and prospects while onsite.
- Identify opportunities for future partnerships through real-time conversations and observation of event audiences.
- Participate in post-event reporting and sponsor recaps.

QUALIFICATIONS

- **3–7 years of experience** in sponsorship sales, advertising sales, experiential marketing, media sales, event sales, business development, or a related field.
- Demonstrated success generating revenue and closing sales.
- Strong understanding of the sales process and ability to manage a pipeline independently.
- Excellent presentation, negotiation, communication, and relationship-building skills.
- Ability to develop creative solutions rather than relying solely on established sponsorship packages.
- Comfortable making cold calls, prospecting, networking, and asking for the sale.
- Strong business acumen and ability to understand a client's marketing objectives.
- Highly organized with strong follow-through and attention to detail.
- Ability to work independently while collaborating effectively with a larger team.
- Willingness to work evenings, weekends, and extended hours during major events.
- Strong proficiency with CRM systems, Microsoft Office/Google Workspace, and presentation tools.