



Minnesota State Fair – Sponsorship Supervisor

(Full-Time, Non-Exempt)

Overview

The Minnesota State Fair, also known as “The Great Minnesota Get Together” is one of the most popular tourist destinations in the region with over 2 million guests attending each year. The fair partners with hundreds of businesses both large and small to help create a positive experience for all of our fair guests. As we continue to grow, so must our Sales team! The role of the Sponsorship Supervisor is to develop, implement, grow and maintain sponsorship programs and touring promotional exhibit relationships, and coordinate the activities of the sales division related to sponsorships and touring promotional exhibits. **To apply, please follow the instructions at the bottom of this posting.**

Essential Functions

- Generate leads, initiate potential sponsor and touring promotional exhibit contacts and respond to prospective sponsor and touring promotional exhibit referrals and inquiries.
- Value sponsorships, prepare and present sponsor proposals, and issue sponsor and touring promotional exhibit licenses and agreements.
- Collaborate in the review, placement, direction and orientation of sponsors, touring promotional exhibitors and Adopt-A-Garden participants.
- Liaison with sponsor and touring promotional exhibit representatives regarding their activities and exposition policies, procedures and practices.
- Coordinate the proper execution and activation of sponsorship, touring promotional exhibit and Adopt-A-Garden agreements and fulfillment of related deliverables.
- Arrange for sponsor and touring promotional exhibit placement, services, physical needs and accommodations in collaboration with other divisions and departments; i.e. utilities, credentials, parking and access needs, etc.
- Maintain knowledge of sponsorship and touring promotional exhibit trends and valuations.
- Assist with collection of fees, return of documents and reconciliation of sales division accounts.
- Maintain records and files and develop and distribute reports and information regarding sponsors, touring promotional exhibits and their activities.
- Collaborate in the preparation and maintenance of the division’s operating budget.
- Maintain awareness of safety, legal and ADA issues.
- During peak activity times, work extra daily hours and periods with no days off.
- Assist with tasks as assigned by either the immediate supervisor or General Manager.

Required Qualifications

- Two years post high school education; and two years related experience; or equivalent combination of education and experience.
- Knowledge of sponsorships.
- Excellent interpersonal, organizational, planning and negotiation skills.
- Good oral and written communication skills.
- Computer skills: experience with Microsoft Office Suite.
- Customer service experience.
- Valid driver’s license.

Preferred Qualifications

- Previous experience working with event management software systems.
- Previous experience working with client databases.

To apply, please visit the Minnesota State Fair career portal at:

<https://secure4.entertimeonline.com/ta/6121938.careers?CareersSearch>