

## **Sponsorship and Ad Sales Coordinator Position Description**

Responsible for cultivating and developing long-term positive relationships with sponsors and advertisers to generate \$20-30K in funds and in-kind goods for BurlyCon. Build partnerships with organizations and individuals who are in alignment with BurlyCon's mission and vision.

This position collaborates with the Board of Directors Fundraising Committee and reports to the Director of Development.

### **Duties**

- Retain and grow positive relationships with existing sponsors and advertisers.
- Cultivate and develop new positive relationships with potential sponsors and advertisers.
- Clearly and effectively communicate with fundraising team members to ensure compliance with agreed upon contracts.
- Hand over potential vendors to Vending team for all logistics.
- Follow prospective partner leads provided by Board Members and constituents.
- Work with Fulfillment and Administrative Leads to fully appreciate all sponsors and advertisers including timely tax letters, copies of impressions and pull-sheets, and images from event.
- Document all contacts and make accessible to fundraising team and Board.
- Take into consideration BurlyCon's relationships with Seattle Boylesque Festival (April), Burlesque Hall of Fame – Las Vegas (June), and Seattle Pride Festival (June), investigate and leverage possible partnerships.

### **Requirements**

- Proficient in internet and computer technologies, particularly Excel.
- Has own equipment including computer, smartphone, and access to printer.
- Month before and at time of event is reachable day and night.
- Available year-round. Must meet monthly targets and provide monthly status reports, with weekly reports the 6 weeks before the convention. Must be able to attend monthly Development meetings and quarterly Board meetings in addition to work hours. Need not be present onsite for the convention.
- Direct and prompt communication, excellent follow-through.
- Clear, concise, polite, and efficient written and verbal communication.
- Responsible, reliable, and respectful with committee and volunteers.
- Passion for BurlyCon's mission.

### **Experience**

- Relationship development.

- Proven history of successful sponsorship cultivation.

### **Compensation**

- Annual retainer of \$2400, payable in thirds in April, August, and November (at conclusion of event).
- 15% flat commission on all cash received (including referred Vendors), bonus to 20% commission if 50%+ of In-Kind donation targets are made.
- Full weekend convention pass (valued at \$425) if desired
- Full-page full color ad (inside back cover if not sold to Advertiser).
- Opportunities for visibility/access to events.