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# Example of Sponsorship Executive Job Description

Our company is looking to fill the role of sponsorship executive. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

## Responsibilities for sponsorship executive

* Maintain existing clients by developing relationships as a solution partner, while continually exploring additional sales opportunities
* Liaise with Events Specialists to develop new opportunities that will be appealing to sponsors – to maximize income
* Provide relevant feedback to sales management regarding product opportunities, trends, economy
* Rapid response to in-bound ML Sponsorship leads
* Plan, manage and execute sales strategy for sponsorship revenue across the conferences/events portfolio, increasing sponsorships for existing conferences and initiating revenue for new events
* Work closely with Conferences team to develop sponsorship strategies that integrate with and capitalize on key audiences, industries and topics – including developing activations and pricing strategies that maximize revenue for each conference in its unique market
* Work closely with clients to have a clear understanding of their business needs and provide consultative solutions to build strong relationships
* Resourcefully drive new revenue by seeking out potential sponsors that are not current or potential NYT advertisers, including foundations, philanthropies and other sources, and by seeking out new budgets within current clients’ organizations
* Develop and manage an accurate database of all sponsors and prospects
* Provide regular activity/contact reports and revenue pipeline estimates

## Qualifications for sponsorship executive

* Willingness to take on a visible role while working in a small team environment
* An interest in collegiate sports is a plus
* 10+ years of recent and relevant sales, business and brand development experience
* Creative, extremely proactive, detailed, responsible and able to work well with a team
* Familiarity with cash sponsorships from corporate affairs and ties to ad buys
* Proven sales track record, preferably with international experience