



POSITION ANNOUNCEMENT

POSITION: Sponsorship Intern

SALARY: \$18 per hour

POSITION DESCRIPTION:

The Sponsorship Intern is a seasonal, part time position beginning in March and concluding at the end of July. This position is designed to offer individuals hands-on sales and marketing experience where they will assist the Account Executive and marketing team on partnering with sponsors, fulfilling contracts, activating brands and creating experiential events during the annual Fair. It is approximately 16 to 25 hours per week increasing to 35-40 hours per week during our annual Fair (June 14-July 7). This position supports the sponsor and marketing team to sell, implement, promote, and activate sponsorship brands before, during, and after Fair. A qualified candidate is a creative, organized, detail-oriented, dead-line conscious, and a confident person with interpersonal skills. The ability to handle multiple projects effectively is essential for success.

We are looking for a coordinator with experience or interest in learning, event marketing, sales and brand partnership sales at a venue level.

RESPONSIBILITIES:

- Support the planning, implementation and operation of 2023 Sponsorship and Premium Partner activations during Fair
- Assist with the creation of sponsorship sales decks
- Fulfill and activate Sponsorship assets for the annual Fair
- Work with Mobile Marketing Tours to communicate set-up and move out needs
- Communicate with sponsor representatives to fulfill hospitality
- Work with premium partners day to day to ensure their assets are being met before and during Fair
- Document sponsorship assets that have been fulfilled per the contract and add them to post fair wrap ups
- Assist with additional activations sales & marketing team implements during fair
- Assist with tracking contracts, insurance, payments and other necessary documentation
- Help with Box Seat Sales at the Race Track
- Competently interact with partners and be a point of contact
- Assist with the creation of post fair partner recaps

YOU WILL BRING:

- Sales and marketing experience
- Motivated, professional demeanor
- Articulate verbal skills
- Excellent written communication skills
- Proficient in Google Docs and Microsoft Office Suite

- Experience with Facebook, Instagram, Twitter, Snapchat and Tiktok
- Ability to work independently in a fast paced environment
- Ability to handle multiple projects with varying deadlines
- Team player attitude
- Proven attention to detail
- Detail oriented

Alameda County Fair Association, a non-profit organization, is an Equal Opportunity Employer and encourages all qualified persons to apply.

**To apply send resume to Traci Brumm, Alameda County Fair Association,
4501 Pleasanton Avenue, Pleasanton Ca. 94566 or Fax (925) 426-5192 or e-mail to
jobs@alamedacountyfair.com**