



Job Title: Sponsorship Director

8/19/2024

Organization Summary: The American Birkebeiner Ski Foundation is a 501(c)(3) non-profit organization dedicated, as reflected in the Birkie Mission Statement, to hosting world-class events – such as the American Birkebeiner, Birkie Trail Run, Lumberjack World Championships, and many others; maintaining one of the nation’s premier recreation trails; and promoting healthy, active lifestyles for people of all ages and abilities.

Accountabilities: The Sponsorship Director is responsible for prospecting, building, and maintaining all sponsorship relationships year-round for the ABSF. The Sponsorship Director will be responsible for setting and attaining sponsorship goals for the ABSF and ensuring that we are providing value to our sponsor community. Our community’s wellbeing and our sponsor’s continued value are very important to us. The Sponsorship Director must be self-motivated, outgoing, organized, and structured. The Sponsorship Director must have a passion for outdoor sports and be a strong team player.

Position Responsibilities: The following activities are part of the daily/weekly/yearly activities that the position is responsible for:

- Develop and manage all sponsor prospects as well as existing sponsors.
- Building and executing sponsor communication plans.
- Working with other key depts within the ABSF to implement sponsor activation and maximize value creation.
- Organizing expo layout and spaces for all event expos.
- Developing plans to help sponsors connect with the broad ABSF community.
- Creating VIP experiences in conjunction with the ABSF event schedule.
- Support – Provide general support in all areas as needed including at major Birkie events
- Hire and manage both internal staff for activation and external resources to carry out Sponsorship Director job activities and responsibilities.

Required Skills: The following skills are required for the position, with a strong, proven work background in all areas:

- **Strong presentation building and delivery skills.** A successful candidate will need to make compelling presentations to groups both small and large.
- Self-sufficient, with ability to develop long-term strategies and manage projects to completion within budget.
- Business computer skills (Word, Excel, email, Web, etc.) with an understanding of Web backend websites.
- Ability to manage and educate other staff, colleagues or peers
- Positive team-oriented attitude, upbeat presence with others, including both co-workers and outside contacts
- Excellent written and oral communication skills (enjoy engagement & issue resolution)
- Must be able to help the team at events, including evenings/weekends as needed

Salary: Competitive salary based on experience. Benefits include Health Insurance, 401k Match, PTO, Discounts for Birkie Store and select Sponsors. Next level office culture!

Job location: Hayward, WI. Office hours apply.

Contact: Please submit completed resumes to Mike Brown (mike.brown@birkie.com)