



**Job Title:** Sponsorship Coordinator

**Organization:** Provincial Exhibition of Manitoba

**Location:** Brandon, Manitoba

**Position Type:** Full-Time, Permanent

## About the Provincial Exhibition of Manitoba

The Provincial Exhibition of Manitoba is a not-for-profit organization with a proud history dating back to 1882. Our mission is to promote agriculture awareness through the delivery of exceptional events such as the Royal Manitoba Winter Fair, Manitoba Summer Fair, and Manitoba Ag Ex. These events attract thousands of visitors annually, support local economic development, and foster deep community connections.

Our organization thrives on collaboration, tradition, and innovation. With the support of our staff, volunteers, sponsors, and partners, we work year-round to create experiences that celebrate rural Manitoba and connect people from all walks of life.

## Position Summary

The **Sponsorship Coordinator** is responsible for developing, managing, and activating sponsorship relationships for all Provincial Exhibition events. This role is key to the financial sustainability of the organization and involves creating customized sponsorship opportunities that align with sponsor goals while supporting the Exhibition's mission. From outreach and sales to fulfillment and recognition, this position ensures our sponsors feel valued and invested in our success.

## Key Responsibilities

### Sponsorship Development

- Maintain and strengthen relationships with current sponsors across all events
- Identify and pursue new sponsorship opportunities that align with event goals
- Research prospects and tailor sponsorship proposals to meet potential partner needs
- Create customized sales packages and professional presentations

- Develop and coordinate annual sponsorship drives for each event

### **Sponsorship Activation & Fulfillment**

- Oversee delivery of all sponsor benefits including signage, advertising, tickets, digital recognition, and event mentions
- Coordinate VIP functions and sponsor recognition events in collaboration with the VIP Committee
- Distribute sponsorship packages (passes, invitations, welcome materials) and ensure fulfillment of contractual obligations
- Serve as liaison between sponsors and Provincial Exhibition committees to ensure expectations are met

### **Administration & Reporting**

- Ensure all contracts are signed and filed with accurate sponsor information
- Track deliverables and maintain up-to-date sponsor databases
- Monitor, compile, and organize advertisement needs: logos, banners, ad copy, website features, social mentions, and announcer scripts in collaboration with the marketing team.
- Coordinate and track sponsor engagement
- Deliver post-event recognition materials such as thank-you notes, certificates, and event photos, etc.
- Create event-specific sponsor reports for board and staff review
- Develop post-event return on investment (ROI) summaries for major sponsors

### **Key Skills and Attributes for Success**

To be successful in this role, the ideal candidate should bring a mix of relationship-building, organizational, and communication skills, including:

- **Exceptional communication skills**, verbal and written, including comfort with presentations and persuasive proposals
- **Relationship-focused**, able to build strong, lasting partnerships with sponsors, volunteers, and internal teams
- **Detail-oriented**, skilled in managing contracts, tracking fulfillment, and organizing sponsor data and deliverables
- **Self-motivated**, able to manage time, priorities, and tasks independently while meeting multiple deadlines

- **Event-focused mindset**, ability to think creatively and strategically about how sponsors can be meaningfully integrated into event experiences
- **Project management**, adept at coordinating overlapping initiatives across multiple departments and timelines
- **Proficient in Microsoft Office** and comfortable learning new systems like CRM tools or cloud-based project tracking
- **Professionalism and discretion** when working with high-profile sponsors, board members, and VIPs

## **Why Join the Provincial Exhibition of Manitoba?**

Working with the Provincial Exhibition means being part of a passionate team that brings people together and contributes meaningfully to the community. You'll help shape some of Manitoba's most beloved events while gaining valuable experience in sponsorship, event planning, and nonprofit operations. This is more than a job, it's a chance to be part of a legacy.