



TITLE: DIRECTOR OF SPONSORSHIPS

FSLA: Full-time, Exempt, Salaried

ORGANIZATION AND POSITION SUMMARY:

Waterloo Greenway is a 1.5-mile urban park system supported by a public-private partnership between the City of Austin and Waterloo Greenway Conservancy. Once complete, the 35 acres of connected green space will be home to a wild array of natural and cultural destinations. The park system is being planned, designed, and built in three phases of geographic milestones. Meeting each phase by our completion goals is ambitious and requires support from the entire community. Phase 1 opened in August 2021 and includes Waterloo Park and the Moody Amphitheater. Phase II, from the lake up to 4th Street, is under construction and will open in spring 2026. Amid epic gardens and rolling pathways, and a twinkling Waller Creek that links them, the environment, arts, health, and adventure will converge and nourish authentic and uplifting experiences that reflect our city's diversity.

Waterloo Greenway is seeking a Director of Sponsorships to lead our corporate partnership program, including securing \$1M+ in annual sponsorships for our Moody Amphitheater concert series in partnership with Live Nation, our Waterloo Greenway Presents community events and educational programs, and our annual gala fundraiser Glow in the Park. The Director of Sponsorships reports to the Chief Development Officer and supervises the Events & Sponsorships Manager.

ESSENTIAL FUNCTIONS:

- Create, package and sell sponsorships for all Waterloo Greenway events, including our Live Nation concert series, our WG Presents events and programs, and our gala fundraiser.
- Manage a portfolio of sponsors and prospects. Actively prospect to new donors via in person appointments, phone calls, email and networking events to sell sponsorships
- Meet or exceed \$1M+ annual revenue goal
- Focus on developing and maintaining strong relationships with important decision makers at client marketing companies and their respective advertising agencies in a variety of business categories
- Craft sales presentations and sponsor marketing collateral that creatively and distinctly differentiate and communicate unique assets addressing the goals of targeted prospects
- Educate / position assets and marketing capabilities to the sponsor/ advertiser marketplace
- Responsible for establishing and maintaining positive relationships with existing sponsors and renewing partnerships.

- Responsible for working concerts and events to network with current and prospective partners to ensure the show experience is exceeding expectations
- Oversee sponsor contracts, invoicing, and accounts receivable
- Manage and supervise the Events & Sponsorships Manager who also supports our major fundraising events under the direction of the Director of Annual Giving
- Work closely with Events & Sponsorships Manager on tracking prospects; developing proposals and collateral, fulfilling sponsor requirements and day-to-day sponsor relationship management
- Prepare financial and progress reports for CDO, CEO and the Development Committee of the Board of Directors
- Other duties as assigned

EDUCATION AND EXPERIENCE:

- Bachelor's degree is required
- Five to ten years corporate fundraising or direct business to business sales experience, preferably in sports/entertainment/live event marketing
- A proven track record in relationship building and networking skills with ability to interact effectively and professionally with all levels of an organization
- Demonstrated dedication with the ability to oversee projects from origin through execution with a sense of urgency, sometimes under a high level of pressure
- Self-starter and entrepreneurial spirit with hands-on approach towards new business development
- Highly motivated, naturally assertive, with a positive attitude
- Excellent organizational and time-management skills
- Strong interpersonal and leadership abilities with excellent oral and written communication skills

WORK ENVIRONMENT:

The job is performed primarily in an indoor environment. While our office space is being renovated, this position splits time between working from home and in a temporary office space.

COMPENSATION:

Competitive compensation, dependent on experience. Full health, vision, and dental benefits. Generous PTO, vacation, and sick-leave policy. IRA with organizational match.

TO APPLY:

Qualified applicants are invited to submit a resume, cover letter, and contact information for at least three professional reference via email to jobs@waterloogreenway.org

Applicants for employment in the U.S. must possess work authorization which does not require sponsorship by the employer for a visa.

EQUAL EMPLOYMENT OPPORTUNITY

Waterloo Greenway and Live Nation Entertainment strongly supports equal employment opportunity for all applicants regardless of race, color, religion, sex, gender identity, pregnancy, national origin, ancestry, citizenship, age, marital status, physical disability, mental disability, medical condition, sexual orientation, genetic information, or any other characteristic protected by state or federal law.

HIRING PRACTICES

The preceding job description has been designed to indicate the general nature and level of work performed by employees within this classification. It is not designed to contain or be interpreted as a comprehensive inventory of all duties, responsibilities, and qualifications required of employees assigned to this job.