

# Sponsorship Coordinator

## ***Sponsorship Coordinator Key Responsibilities***

- Assist in identifying and reaching out to potential sponsors to support an event.
- Maintain strong relationships with current and prospective sponsors.
- Support the preparation of sponsorship proposals, presentations, and agreements.
- Coordinate sponsor benefits, including brand placements, promotional materials, and on-site activations.
- Ensure sponsors receive agreed-upon recognition before, during, and after the event.
- Track sponsorship commitments, deliverables, and timelines.
- Work closely with marketing, event operations, and parade teams to ensure sponsor requirements are fulfilled.
- Assist with sponsor communications, updates, and reporting.
- Support sponsor-related logistics during event days.
- Help prepare post-event reports and sponsor impact summaries.

## ***Qualifications***

- Ability to stay organized and make quick decisions in a fast-paced environment.
- Strong communication and relationship-building skills.
- Excellent organizational and time management abilities.
- Ability to manage multiple tasks and deadlines.
- Experience in sponsorship, partnerships, marketing, fundraising, or event coordination is an asset.
- Professional, proactive, and able to work both independently and as part of a team.

## ***Preferred Skills***

- Ability to remain calm and professional in high-energy environments.
- Experience working with large-scale cultural events or festivals.
- Strong presentation and negotiation skills.
- Familiarity with sponsorship or partnership management tools.