

# **BOLDERBOULDER**

**JOB TITLE: PARTNERSHIPS MANAGER**

**POSTING DETAILS:**

Opening: August 9, 2024

Closing: August 30, 2024

**ABOUT US:**

Every year team BOLDERBoulder works closely with the Boulder community to put on 2 special and unique road races, the BOLDERBoulder and the ColderBOLDER, that see a combined total of more than 45,000 runners, walkers, and joggers.

The Races

The BOLDERBoulder, named *America's All-Time Best 10K* by Runner's World takes place on Memorial Day in beautiful Boulder, CO. Finishing at Folsom Field, this race is one for the bucket list and continues to amaze participants, spectators, and VolRUNteers year after year.

The ColderBOLDER, our holiday invitational and open races, takes place in (sometimes) chilly December on the picturesque CU Boulder campus. This sold-out race encourages participants, friends and family to celebrate a little cold sweat, the holidays and staying BOLD all year round.

**ABOUT THE POSITION:**

As a key member of the team, the Partnerships Manager plays a pivotal role in driving sponsor revenue growth and ensuring the successful execution of sponsorship programs. Reporting directly to the Race Director, you will be responsible for setting and achieving both short-term and long-term sponsor revenue goals, developing operational plans, and overseeing the activation and outcomes of sponsorship agreements.

This position demands strong leadership skills to effectively collaborate with internal colleagues and engage with external partners, sponsors, vendors, and agencies. You will work closely with the race leadership team to establish, maintain, and expand mutually beneficial sponsor relationships, ensuring alignment with the Race's strategic objectives.

As a member of the Key Leadership Team, you will contribute to the organization's success by providing strategic insights, creative solutions, and collaborative problem-solving. Your role is crucial in shaping and growing the Race's sponsorship landscape, driving impactful results, and fostering long-term partnerships.

PRIMARY RESPONSIBILITIES INCLUDE:

**1. Sponsorship Strategy and Sales:**

- Drive the Race's overall sponsorship and partnership strategy through proactive selling and servicing of sponsorships.
- Cultivate and expand existing sponsor relationships while identifying and securing new, long-term sponsors.
- Snack bag item procurement.

**2. Relationship Management:**

- Build and maintain strong, professional relationships with sponsor contacts and key decision-makers.
- Oversee the fulfillment of all sponsorship agreements and ensure sponsor satisfaction.

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## **3. Research and Proposal Development:**

- Conduct ongoing research to identify potential sponsors and opportunities.
- Create, develop, and present compelling and professional sponsorship proposals and post-event reports.

## **4. Financial Management:**

- Manage financial aspects of sponsor relationships, including budget assistance, tracking payments, and conducting financial analysis.
- Collaborate with the Race Director on budgeting and financial planning related to sponsorships.

## **5. Sponsor Activation:**

- Focus on activating sponsor benefits to enhance the Race's value while meeting sponsor objectives.
- Ensure all sponsorship deliverables are executed effectively.

## **6. Expo/Exhibit Management:**

- Lead the planning, sales strategy, and execution of Expo/Exhibit elements.

## **7. Coordination with Internal Teams:**

- Act as the liaison between sponsors and the Race's internal teams, including marketing/PR, Expo, accounting, registration, and logistics.

## **ABOUT YOU:**

You are a hard worker with sound and decisive judgment, have excellent communication skills, are patient, collaborative and professional. You are happiest being a part of a community and build relationships with ease. You are organized, excited by creative problem solving and comfortable in a fast-paced environment.

Our ideal candidate...

- Three to five years of experience in sponsorship or business development with proven record of managing end to end sales and activation.
- Ability to cultivate rapport and effective relationships with decision makers.
- Experience in event or sports related industry a plus.
- Open minded collaborator and leader who brings out the best in colleagues and contributes to the team.
- Experience reacting to unforeseen opportunities quickly and evaluating unfolding strategies and plans.
- Enjoys working in a small company where your efforts are greatly valued and appreciated.
- Wants to be part of a strong, energetic team tasked with fulfilling sponsor's objectives, to deliver a first-class experience to our sponsors/partners, at times in a fast paced, dynamic and changing environment.
- Is someone whose expertise results in excellent relationship management and a positive brand image.
- Enjoys working hard and having fun!

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## **NUTS AND BOLTS:**

The Partnership Manager reports directly to the Race Director. This is a full-time, year-round, exempt position. Maximizing in-office interaction and coordinating schedules, work is done in our headquarters office in Boulder, CO. Occasionally there will be times that require working on nights and weekends including BOLDERBoulder, annual Warehouse Sale, and ColderBOLDER weekends. Some short-term travel can be expected.

## **Compensation**

Base Pay - \$65,000 to \$75,000 annually on semi-monthly pay dates. Eligible for discretionary bonuses.

## **Benefits**

- Paid time off
  - 18 days
  - 7.5 days - Holidays
  - 3 days – Time off between Christmas and New Year's Day
- Medical, Dental and Vision Benefits (eligibility after 30 days of employment)
- 401(k) - Retirement Plan + Employer Matching upon eligibility
- Short-term and Long-term Disability
- Life Insurance - Employer covered and supplemental coverage
- Education Reimbursement
- Employee Assistance Program
- 125 Dependent Care Benefit
- Official BOLDERBoulder Race Merchandise
- Other miscellaneous benefits

## **ADDITIONAL:**

In the office environment, you must be able to sit, stand, bend at the waist, climb, stoop, kneel, crouch, reach, walk, push/pull, lift, talk, and hear with or without reasonable accommodation. The warehouse environment includes working with products, inventory, and potentially slippery surfaces. Lifting (up to 30 lbs.) and carrying, bending, and reaching overhead may be required.