

BRANDLIVE

Sponsorship Sales & Activation Coordinator Vancouver, BC

BRANDLIVE creates and produces exceptional events designed to connect people with brands + ideas through authentic and unforgettable live experiences. Our people are our greatest asset and the key to our success. We provide a vibrant environment of creativity and passion for them to perform at their best and realize their potential.

We are growing, and looking for a Sponsorship Sales & Activation Coordinator to support our sales and event production teams on a variety of events. You have a proven track record in a non-traditional sales environment, are highly organized, detail focused, committed to excellent client service and have finely-tuned writing and presentation skills. You thrive in a high pressure, high-performance environment, are able to manage multiple projects and deadlines with a smile. You are a self-starter with a unique mix of right brain creativity and left-brain logic.

Specific Duties/Responsibilities:

- Reporting to the Director of Partnerships and Senior Sponsorship Manager, engage in proactive outreach to sponsors, experiential marketing agencies and corporate clients to market, negotiate and close experiential activation sales and sell corporate hosting space at BRANDLIVE events
- Meet or exceed personal sales targets across multiple events
- Produce compelling presentation documents, sponsorship sales materials and pitch decks for yourself and the sales team including detailed research, writing content, picture research, editing and proofreading.
- Draft sponsor contracts and ensure all sponsor benefits are tracked and delivered
- Work closely with Sales Team and Social Media Coordinator to ensure sponsors' Social Media benefits are tracked and fulfilled
- Create and manage online questionnaires to gather sponsors' on site activation requirements including but not limited to power, water, sound, lights, staging, tenting and FF&E
- Build and maintain spreadsheets and schedules detailing sponsor benefits and on-site activation requirements
- Work closely with Event Producer, Production Manager and Operations Manager to fully understand site layouts, production schedules and event logistics as they relate to sponsors' on site needs
- Be the on-site point of contact for sponsors, ensuring seamless load-in, set up and strike at BRANDLIVE events
- Track post-event sponsor bill-backs and liaise with Accounting Department to coordinate invoicing and payment
- Contribute to after action reports and event debriefs by providing constructive feedback and suggestions of how to improve procedures and on site service delivery
- Be client-facing and maintain a positive, professional demeanour at all times

Knowledge, Skills & Abilities:

- Knowledge and understanding of event production and event sponsorship
- Sales, fundraising, and/or sponsorship activation experience required
- Proven ability to meet and exceed sales targets
- Advanced skills in G Suite, Google Docs, Microsoft Office, Powerpoint, and Adobe Creative Suite
- Strong written communication skills, and ability to alter voice and tone to reach diverse audiences
- Ability to work on multiple projects and effectively prioritize tasks in a fast paced environment to meet deadlines
- Ability to foster a highly collaborative environment with internal team and with clients
- Degree or Diploma in Sales, Event Marketing, Communications or related field an asset

Compensation: Base salary + commission

To apply please submit your Resume and Cover Letter (including your favourite example of a successful event sponsorship and what makes it great!) to hr@brandlivegroup.com