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SPONSORSHIP & DEVELOPMENT MANAGER

REPORTS TO:

Director of Finance & Administration

COMPANY BACKGROUND:

Founded in 1997, the Golden Triangle Business Improvement District (BID) encompasses 43 square downtown blocks and works to enhance the public space from the White House to Dupont Circle and 16th Street, NW to 21st Street, NW. The BID represents over 31 million square feet of commercial office space, 4,000 businesses, 600 shops and restaurants, seven hotels, and six U.S. National Parks. The BID's vision is for a safe, clean, attractive and user friendly downtown that confirms Washington as the premier business and entertainment destination in the region and contributes to the perception that downtown Washington is a world-class destination. The Golden Triangle has focused on maintaining an environment that is clean, safe and welcoming through the management of operations, marketing and administration of the BID to reflect the best possible image of the BID and its membership. The day-to-day management is overseen by a full-time staff headquartered in the center of the BID. The BID is a non-profit 501(c)(6) corporation that elects a Board of Directors to govern its activities and is currently one of ten Washington-based Business Improvement Districts.

SUMMARY:

This is a new position and an exciting opportunity for the successful candidate to create and execute a dynamic program which will allow the BID to supplement its assessment revenues with sponsorships and donations to support event programming and public space improvements throughout the neighborhood.

The Sponsorship and Development Manager will be responsible for the planning, strategy and execution of the Golden Triangle's sponsorship program, including identifying, cultivating, and developing leads and prospects, negotiating contracts and packages, closing deals, and providing account management. The incumbent will identify and secure revenue generating opportunities with prospects across industries, foster revenue opportunities with existing sponsors, and develop a multi-year strategy and planning goals to increase sponsorship, donations and partnership revenue for the Golden Triangle BID.

PRIMARY DUTIES AND RESPONSIBILITIES:

- Identify and leverage the organization's offerings and assets and develop a long-term funding/donations strategy for an emerging 501(c)(3).
- Design, implement, and manage sponsorship, partnership, and development plans focused on growing revenue and partnership across industries and sectors.
- Research potential corporate supporters, and initiate contact to build new relationships consistent with the Golden Triangle's vision and strategy.
- Ensure that partnerships/sponsorships align and support the organization's brand and strategic plan.

- Work across the organization to conceptualize and develop packages for sponsorships and donations. Execute revenue generating opportunities to drive incremental revenue for the organization.
- Using a consultative selling approach, work with prospects to gain a clear understanding of their needs, and develop customized sponsorship and proposal packages to win their business and acquire new sponsorship revenues.
- Develop written proposals and applications for funding opportunities.
- Maintain accurate and updated records of all contacts and revenue projection pipeline of opportunities, highlighting all the prospecting, research, networking, outbound calls, and attendance at conferences, events, and/or programs. Track, manage and follow-up payments/donations from sponsors.
- Work collaboratively with marketing staff and colleagues to create customized content or presentations as sales collateral for use in sponsorship presentations, in accordance with the organization's ethics, branding, and other guidelines.
- Provide timely responses to prospects/donors, and existing sponsor and partner requests, and work in a consultative manner with sponsors and partners to deepen the relationship and create annuity revenue and renewal opportunities for the organization.
- Meet annual goals for sponsorship sales.
- All other duties as assigned.

QUALIFICATIONS:

- At least 5 years of experience in sponsorship, fundraising, cause marketing, or sales in positions of progressive responsibility, preferably in a nonprofit or association environment.
- Demonstrated success in strategic planning, proposal development and in the identification, solicitation and closing of sponsorships, corporate partnerships and business deals.
- An understanding of the role of BIDs and a passion for activating and improving urban spaces.
- Dynamic public speaking skills as well as effective individual communication skills, including by phone and with high level executives.
- Strong strategic, analytical, and project management skills: demonstrated ability to take responsibility for a diverse number of projects and to complete them in a timely manner with limited supervision.
- Excellent communication, networking, teamwork, negotiation and writing skills: ability to articulate the organization's mission, program objectives, exposure opportunities and/or resource needs persuasively to sponsors and corporate partners.
- Big picture strategist with outside of the box creativity who can proactively take actions necessary to produce results. A strong, proven closer is required.
- Identify emerging trends before others to create opportunities.
- Proficient in Microsoft office suite and contact management systems.

EDUCATION:

- Bachelor's Degree required.