

New York State Department of Civil Service

DIVISION OF CLASSIFICATION & COMPENSATION

Classification Standard

Occ. Code 2281000

Sales and Sponsorships Manager, Grade 25

Brief Description of Class

Sales and Sponsorships Manager is a one-position class that oversees and manages all phases of marketing and sales of sponsorship opportunities at the New York State Fair, and all events held at the New York State Fairgrounds. The position evaluates existing sponsorship agreements, develops potential new sponsorship contracts, and administers policies related to corporate sponsorship. This non-competitive position is found exclusively at the Department of Agriculture and Markets.

Distinguishing Characteristics

Sales And Sponsorships Manager: non-competitive; one-position class; supervisory level; directs and supervises subordinate staff assigned to promote the sales of sponsorships for all events held at the State Fairgrounds; develops and implements policies and procedures for the sale and administration of sponsorship agreements; initiates and maintains relationships with corporate event sponsors; negotiates corporate sponsorship agreements; and manages the State Fairgrounds marketing budget.

Related Classes

State Fair Administrators manage and coordinate events, exhibits, competitions, and the use and rental of facilities, concessions or supplement services on the State Fairgrounds to maximize the facilities' use and profitability. They plan, schedule, execute and process contracts, billing and events logistics; and supervise staff.

Corporate Accounts Manager directs a statewide program to develop and maintain relations with major corporate outlets for the New York State Lottery, Gaming Commission.

Regional Sales Program Coordinator and Sales Program Coordinators implement, evaluate, and promote New York State's lottery sales at the Division of the Lottery, Gaming Commission.

Illustrative Duties

Direct, coordinate, and manage the marketing and solicitation of corporate financial support of the State Fair to potential sponsorship customers.

- Develop and oversee a budget for marketing and promotion related to sponsorship activities for the State Fair.
- Explore potential corporate sponsors by collaborating with the advertising agency on contract, researching sponsorship and marketing publications, searching the internet, and making contacts to former and prospective sponsors.
- Meet with retail establishments and business and governmental entities to promote the State Fair.
- Develop new sponsorship opportunities, signage, presentations, proposals for prospective sponsors, and corporate sponsor packages.
- Oversee the preparation of all advertising and sponsorship contracts, trade-out sponsorship contracts with sponsors, and ad tie-ins for Department approval.
- Negotiate agreements of corporate sponsorship.
- Oversee and approve invoicing, accounts receivable, and develop processes to ensure execution and collection of funds.
- Maintain Sponsor Venue List showing new venues and prices, venues that are sold, and venues that are open for sale.
- Oversee the preparation of sell sheets for the different venues on the Fairgrounds including: Gate 2 Marquis, golf carts, Time Square, concert scrims, Chevy Court, the Expo Center and any physical structure available for sponsorship.
- Oversee the preparation of thank-you packages for all sponsors at the end of each Fair.
- Initiate, develop, and propose long-term strategic relationships with potential sponsors.
- Identify and implement innovative ways to introduce new sponsors to the State Fair.
- Integrate sponsors' objectives into the overall objectives of the State Fair's marketing strategy, and work with the advertising agency on contract to develop proposals that will add value and enhance the Fair.

- Confer with Assistant Director and provide reports regarding revenue generated through sponsorship agreements.

Develop and administer the implementation of policies and procedures associated with the sponsorship at the State Fair.

- Work with the advertising agency on contract to evaluate and analyze State Fair property for the purposes of establishing rates for sponsorship of various structures and events.
- Set the fee schedule and usage guidelines that are competitive in the marketplace and ensures the fees cover operational costs.
- Ensure policies and procedures are consistent with industry, agency and State standards.
- Evaluates sponsorship agreements and policies and prepares recommendations for the Assistant Director and Director.

Direct, manage, and supervise subordinate staff in the marketing and sales of sponsorship opportunities at the State Fair.

- Schedule and assign work, including the servicing of sponsorship agreements.
- Provide training and instruction on obtaining corporate and individual sponsorship of buildings, facilities and events held at the Empire Expo Center in accordance with established procedures.

Minimum Qualifications

Non-Competitive: A bachelor's degree in marketing, business administration, public administration or related field and four years of experience in the sales and marketing of corporate sponsorship agreements, one year of which was in a supervisory position.

Note: Classification Standards illustrate the nature, extent and scope of duties and responsibilities of the classes they describe. Standards cannot and do not include all of the work that might be appropriately performed by a class. The minimum qualifications above are those which were required for appointment at the time the Classification Standard was written. Please contact the Division of Staffing Services for current information on minimum qualification requirements for appointment or examination.

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