



TOM TOM FESTIVAL

SPONSORSHIP MANAGER

The Sponsorship Manager is responsible for strategizing and executing annual revenue generating activities for the Tom Tom Foundation. The Manager provides support to the Executive Director in cultivating private and public sector partners, and helping align their missions and goals with the programs of the Foundation, including our signature event, the annual Tom Tom Festival. In addition to sponsorship, the Manager will assist in individual philanthropy initiatives and grant-writing.

SCOPE OF WORK

Sponsorship

- Develop a Sponsorship Plan with the Executive Director that identifies potential sponsors and engagement strategies for both the Annual Festival, and year-round programs.
- Engage and schedule meetings to discuss sponsorship opportunities and follow-up with sponsorship proposals. Assist in maintaining Sponsorship Database to track and cultivate sponsors.
- Negotiate and manage sponsorship agreements and serve as a liaison with sponsorship partners on invoices and sponsorship execution.
- Lead creation of sponsorship materials, including advertising and collateral material. Collaborate with the Design Team on creative ideas and design options for donor materials and copy.
- Ensure sponsors are properly recognized on website and print materials. Prepare and send sponsor reports.
- Provide planning and logistical support for special fundraising events and community outreach projects. Attend to the details of special event implementation and follow-up, collaborating with internal staff and external resources, as necessary.

Philanthropy

- Implement an annual individual giving campaign including strategies for effective donor identification, cultivation, solicitation, and stewardship.

- Support Foundation philanthropy-related events, including correspondence, promotion, logistics with event site staff, etc.
- Develop and oversee the implementation of the marketing strategy for the annual individual giving campaign each year, including printed materials, e-communications, social media, etc.
- Evaluate the annual giving campaign on a regular basis and provide updates to the Executive Director and Board of Directors. Assist in annual stewardship efforts with the Board.
- Oversee the management of the organization's donor databases. Make periodic contact with established donors (email, note, phone call) to nurture relationships for future donations.

Grants

- Identify, evaluate and pursue grant opportunities.
- Prepare and submit grant applications, monitor their approval process, and generate necessary follow up reports.

EXPERIENCE

- 5+ Years of successful Sponsorship Management
- 5+ Years Project Management experience - managing teams, projects and deadlines
- Strong verbal and written communications skills. Ability to write succinctly and quickly.
- Demonstrated ability to think creatively
- Grant writing experience preferred

COMPENSATION

This is a part time position, whose rate will be determined based on experience.

SCHEDULE

It is anticipated that the role will fluctuate in workload and hours, with a significant commitment of time directly in February, March & April preparing for the Tom Tom Festival. There will be significant amounts of meetings with stakeholders. When feasible, these will occur at Tom Tom Foundation offices or in Downtown Charlottesville. Outside of those meetings, much work can be done remotely.

APPLY

Please send your resume and highlight any relevant experience in a cover letter.

Subject: Sponsorship Manager

Attn: Paul Beyer, jobs@tomtomfoundation.org