

# JOB DESCRIPTION

**EMPLOYEE:****POSITION TITLE:** Director of Sponsorship**DEPARTMENT:** Sports & Entertainment**DATE:** May 2026**REPORTS TO:** Chief Sports & Entertainment Officer**FLSA STATUS:** Exempt/Salary**SALARY RANGE:** \$85,150 - \$116,500 (+ Incentive)**MARKET MEDIAN:** \$100,000**Summary:**

Position responsible for elevating the visitor experience in Sacramento through strategic use of Visit Sacramento assets and promotion of Visit Sacramento partners and sponsors. Ensure the success of Visit Sacramento brand integration with sponsors and stakeholders. Oversee daily execution of sponsorship revenue programs to achieve annual financial goals, lead sponsor prospecting, cultivation and on-going relationships. Collaborate with multiple departments and leadership team.

**Supervisory Responsibilities:**

- Sponsor & Partner Coordinator

**Essential Functions (Duties/Responsibilities):**

- Generate sponsorship dollars to meet/exceed annual organizational private revenue goals
- Lead the development and execution of Visit Sacramento's sponsorship strategy in collaboration with the Chief of Sports & Entertainment and Vice President of Event Operations & Strategy.
- Cultivate, manage, and grow sponsor and partner relationships, ensuring a high-quality experience across key events such as the State of the Tourism Industry Address, Terra Madre Americas, Tower Bridge Dinner, and other Sports & Entertainment-supported programs.
- Work in coordination with the Destination Experience & Community Engagement department to develop new - and strengthen existing - sponsor opportunities.
- Drive private revenue by identifying new sponsorship opportunities and creating innovative programs, assets, and custom packages for sponsors and hospitality partners.
- Serve as the primary point of contact for sponsorship inquiries, facilitating meetings with local businesses and organizations and managing inbound partnership requests across Visit Sacramento assets.
- Collaborate cross-functionally with Events, Marketing, and Sponsorship teams to develop, package, and sell integrated sponsorship opportunities across major programs including Terra Madre Americas, The State of Tourism, and other marketing initiatives.
- Oversee the creation of sponsorship materials, including decks, proposals, collateral, and fulfillment reports, ensuring alignment with sponsor goals and organizational standards.
- Monitor and analyze sponsorship performance metrics, providing insights and recommendations to strategy and deployment of resources.
- Manage the Sponsor & Partner Coordinator, overseeing day-to-day execution, proposal development, administrative functions, and asset fulfillment.
- Represent Visit Sacramento at meetings, industry events, and community engagements, building relationships and enhancing organizational visibility and opportunities.

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- Demonstrated diverse book of sponsorship prospects
- Strong project management and organizational skills
- Demonstrated strong writing and editing skills
- Ability to work with multiple agencies/organizations
- Excellent customer service/interpersonal skills
- Strong social media experience
- Experienced with Microsoft Office tools; proficient with database applications
- Basic understanding of web analytic tools (Google Analytics) and social media marketing applications (e.g. HootSuite)
- Ability to create detailed analytic reports
- Basic understanding of web programming, such as HTML a plus

**Education and Experience (Required/Preferred):**

- Bachelor's degree in Marketing, English, Journalism, Public Relations or related field preferred
- Minimum 3 years supervision experience
- Sponsorship or fund development experience required
- Strong network within the Sacramento region required
- Strong network outside of the Sacramento region preferred

**Physical Requirements:**

Employee may experience the following physical demands for extended periods of time:

- View computer monitors
- Sitting
- Standing for community functions, events, meetings, etc.
- Ability to lift up to 10 lbs.
- Travel to other locations to represent Visit Sacramento (i.e., events, educational conferences, etc.)

**Work Environment:**

Work is typically performed in a corporate office environment, though also requires work outside of the office and/or outdoors on location for community and company events.

The above information in this description has been designed to indicate the general nature and level of work performed by employees within this classification. It is not designed to contain or be interpreted as a comprehensive inventory of all duties, responsibilities and qualifications required of employees in this job.

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**DEPARTMENT:** Sports & Entertainment

**DATE:** May 2026

**REPORTS TO:** Chief Sports & Entertainment Officer

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**SALARY RANGE:** \$85,150 - \$116,500 (+ Incentive)

**MARKET MEDIAN:** \$100,000

**Visit Sacramento is an Equal Opportunity Employer:**

As an Equal Opportunity Employer, we are committed to creating a diverse and inclusive company culture, and that our team does not discriminate against candidates and employees regardless of age, race, color, religion, gender, sex, sexual orientation, gender identity and/or expression, national origin, veteran, disability status, or any other characteristic protected by federal, state or local law. In addition, Visit Sacramento will provide reasonable accommodation for qualified individuals with disabilities.

We believe every member of our team enriches our diversity by exposing us to a broad range of ways to understand and engage with the world, identify challenges, and to discover, design and deliver solutions.

**Acknowledgement:**

I have reviewed the Job Description, been given a copy and agree it is an accurate representation of the responsibilities of my job.

I understand that as Visit Sacramento business needs change, my job description may change. I, therefore, understand that I may be asked to perform duties, activities and assume responsibilities that are not listed in the Job Description.

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Employee

Date

CC: Employee  
Supervisor  
HR File