



CLASS SPECIFICATION

Class Title: Sponsorship & Event Sales Coordinator
Department: Western Sports Park
FLSA: Non-exempt

Class Code: 1093
Grade: 18
Eff. Date: 09/30/2022
Revised: 8/20/2025

GENERAL PURPOSE

Under the general direction and guidance of the Western Sports Park (WSP) Sales Manager, performs a variety of duties to help bring in revenue at the WSP.

EXAMPLE OF DUTIES

Develops a process to successfully solicit corporate sponsorships to increase the revenue at the WSP. Develops a network through organizations such as the Chamber of Commerce, Women in Business, Lions Club, etc. to reach influential decision makers. Solicits sponsorships from all types of businesses that could also benefit from the events held at the WSP.

Creates and gives presentations to interested parties. Creates digital and printed collateral to support sponsorship sales efforts. Invites interested parties and gives tours of facilities or events being considered for sponsorship.

Develops and executes sponsorship agreements with the help of the WSP Sales Manager and the County Attorney's office. Assists with administration duties as necessary.

Tracks the WSP events' attendance and develops economic impact reports to demonstrate the value of the events. Creates and presents follow up reports of the effectiveness of the sponsored activities.

Works closely with the Discover Davis team to identify future events to bring to the WSP. Uses Discover Davis materials to promote Davis County to potential events' organizers. Works with Discover Davis to upsell the events' organizers into spending more time in Davis County outside of the WSP. Helps develop and present hotel and recreation packages.

Attends tradeshow and conferences for sports travel to promote the WSP and Davis County. Develops business relationships within the sports travel industry that will lead to increased sales at the WSP.

Works closely with events' organizers and the WSP staff to ensure the experience at WSP and the image of Davis County are positive by identifying and addressing the events needs up to the capacities of the WSP.

MINIMUM QUALIFICATIONS

1. Education and Experience:

Graduation from an accredited college or university with a Bachelor's Degree in Parks & Recreation Management, Business Management, Marketing, or a closely related field, plus one (1) year of full-time experience in soliciting sponsorship; corporate sales, conference sales, sports or event sales; planning, coordinating, or marketing events or parks/recreation operations, or a directly related field; an acceptable combination of education and experience may be considered.

2. Special Qualifications:

Must complete the following web-based classes within one year of hire: NCS4 Crowd Manager Fundamentals, NIMS IS100, IS200, IS700, IS800 and CISA Active Shooter Preparedness.

Employees driving a personal or a County vehicle for job related travel must possess a valid driver license, maintain the minimum vehicle liability insurance as specified in the Utah Code, and must operate a motor vehicle in a safe manner; new employees with an out-of-state license must obtain a valid Utah Driver License within sixty (60) days of hire date (exceptions for military personnel and their dependents).

3. Necessary Knowledge, Skills, and Abilities:

Knowledge of: soliciting sponsorship, corporate sales, event sales, planning and coordination; sports activities and events; building utilization and scheduling; use of contracts; budgeting and revenue collection; concepts of public relations and effective marketing techniques; local business community and organizations; operational procedures of an arena/stadium/recreation facility.

Skill in: using common office equipment, including but not limited to, a multi-line telephone, fax machine, multi-function copier, and all applicable computer hardware and software applications.

This position will require the driving of a motor vehicle; skill in operating a motor vehicle in a safe manner; ability to insure motor vehicle is operating in a safe manner; knowledge of Utah motor vehicle rules and regulations.

Ability to: organize and prioritize multiple tasks; meet deadlines; analyze problems and recommend effective option and solutions; work with minimal supervision; communicate effectively; follow written and oral instructions; establish and maintain effective working relationships with supervisors, employees, board members, other agencies, and the general public.

WORKING CONDITIONS

Occasional sitting, operating computer keyboard, and looking at a computer screen for up to 8 hours per day; setting up and tearing down tradeshow booths, equipment, and marketing materials; lifting or otherwise moving objects weighing up to 50 lbs. Must be able to hear and converse via telephone and in person.

May require overnight travel, monitoring email and online activity, and work after hours and on weekends.

The above statements are intended to describe the general nature and level of work being performed by persons assigned to this job. They are not intended to be an exhaustive list of all duties, responsibilities and skills required of personnel so classified. ***All requirements are subject to possible modifications to reasonably accommodate individuals with disabilities.***