

SPONSORSHIP MANAGER

SF Sketchfest 2025

The Sponsorship Manager will secure new and returning festival sponsorships, manage benefit fulfillment, and act as primary point of contact for festival sponsors. This is a part-time, seasonal position and is 80% remote, 20% in person. Applicants should be local to the Bay Area and are expected to work in San Francisco for in-person dates. Housing/travel not provided.

Dates: immediately - February 14, 2025

Pay: Hourly DOE + commission on all acquired cash sponsorships

Hours per week: 20

On site dates: TBD January 13 - February 4, 2025

- Review and update sponsorship levels and benefits with festival producers
- Develop and maintain sponsorship “hit list” — tracking potential and existing sponsorships, their statuses, and any action items
- Create pitch decks for individual sponsor prospects
- Reach out to previous sponsors to solicit returning sponsorships and engage new sponsorship levels with existing sponsor contacts
- Cultivate and secure new sponsorship relationships, and manage existing sponsorship relationships, for SF Sketchfest 2025. This may include corporate sponsorship, in-kind donations, major gifts, and more such as:
 - Beer, wine, spirits, and non-alcoholic beverages
 - Snacks and other food for backstage green rooms and Festival HQ
 - Venue spaces for festival parties and events
 - Hotel discounts and staff lodging
 - Partnerships with local businesses to increase awareness of the festival, and provide festival attendees with incentives and benefits
 - Venues and entertainment for private festival parties and events
 - Festival supporter/patron VIP experiences
- Plan, manage and oversee the execution of all custom sponsorship activations during the festival
- Plan, manage and oversee all acquired product delivery, storage and the return of any leftover product
- Plan, manage and oversee the fulfillment of all contractual sponsorship benefits. Work with various departments to deliver benefits as obligated.
- Produce and disseminate wrap reports to each sponsor post-festival that recap their involvement and the benefits they received
- Write a freeform staff wrap report post-festival that serves as a handbook for next festival, and includes feedback on successes and areas for improvement

Qualifications

- Past sponsorship acquisition experience
- Familiarity and experience with Airtable
- Excellent organizational and communication skills, via email, via phone, and in person
- Ability to work independently and proactively in a fast-paced environment, juggling multiple competing priorities
- Wide network of local business contacts a plus!