

Partnership Activation Representative

Purpose:

The Partnership Activation Representative will serve as the first point of contact for the stadium companies Corporate Partners, nurturing strong relationships and ensuring optimal value through exceptional account management and delivery of all rights and benefits outlined in our partnership agreements. Responsibilities include managing multiple partnerships, coordinating events and activations, facilitating ticket bookings and creating tailored hospitality packages. Additionally, the role involves providing program updates, conducting regular partnership meetings, and tracking and reporting on partnership progress. Managing relationships with numerous internal and external stakeholders is required to ensure maximum client satisfaction and high renewal rates.

Key Responsibilities:

- **Sponsorship activation & execution**
 - Lead end-to-end execution of sponsor activations across all events, digital platforms, and hybrid experiences.
 - Translate sponsorship agreements into actionable activation plans and timelines.
 - Ensure fulfillment of all contractual obligations, assets, and benefits.
 - Oversee on-site activation setup, branding compliance, and experiential execution.
 - Collaborate with internal creative, production, marketing, and operations teams.
- **Client & Partner Management**
 - Serve as the primary point of contact for assigned sponsors post-sale.
 - Build and maintain strong sponsorships.
 - Conduct planning calls, status updates, and post-event recaps.
 - Identify upselling and renewal opportunities.
- **Cross-Functional Collaboration**
 - Partner with Sales to ensure seamless sponsor handoff.
 - Coordinate with Marketing to align sponsor messaging with broader campaigns.
 - Work with Legal and Finance to ensure compliance with contract terms and budgets.
- **Measurement & Reporting**
 - Track activation KPIs (engagement, impressions, lead capture, ROI metrics).
 - Develop post-activation reports with insights and recommendations.
 - Analyze data to optimize future sponsorship strategies.
- **Budget & Vendor Management**
 - Manage activation budgets and monitor expenditure.
 - Negotiate and manage third-party vendors and experiential partners.
 - Ensure cost efficiency while maintaining quality execution.

Experience Minimum Requirements	Education Minimum Requirements
<ul style="list-style-type: none"> • 5+ years of experience in sales focused on ticketing operations. 	<ul style="list-style-type: none"> • High school, diploma or vocational training in sales, marketing, or equivalent.