

Sports Programming & Content Booker

The Sports Programming & Content Booker is responsible for developing and executing the stadium’s sports event programming strategy. This role leads to the identification, negotiation, acquisition, and scheduling of third-party sporting content to maximize stadium utilization, revenue generation, and brand positioning.

Key Responsibilities:

- Develop and execute a multi-year sports content acquisition strategy aligned with stadium revenue and utilization targets
- Identify priority sports categories (e.g., international matches, combat sports, motorsport exhibitions, collegiate championships, emerging sports)
- Balance calendar mix across owned-team events, third-party content, and non-sport programming
- Assess market demand and competitive landscape to inform programming decisions.
- Build and maintain strategic relationships with all key governing bodies, federations, promoters and all content rights holders
- Act as the commercial liaison for sports event negotiations
- Represent the stadium at industry conferences, trade events, and federation meetings
- Lead negotiations for event hosting agreements, including:
 - Rental structures (flat fee, revenue share, hybrid models)
 - Ticketing participation and revenue splits
 - Sponsorship and commercial rights allocations
 - F&B, merchandising, and ancillary revenue participation
- Evaluate financial viability of each event through detailed P&L modeling
- Manage contractual execution and compliance with legal and operational teams
- Develop event-level business cases and ROI assessments
- Monitor global sports calendar trends and emerging properties
- Identify whitespace opportunities in the regional sports event market

Experience Minimum Requirements	Education Minimum Requirements
3–5+ years of experience in sports event booking, rights management, venue programming, or sports commercial operations	Bachelor’s degree in sales and marketing is preferred