



Want to make an important contribution to the success of the largest summertime hot air balloon festival in North America? The Festival Group is looking for a qualified Vice President of Corporate Partnerships.

This position, which will report to the Executive Producer, is responsible for generating NET REVENUE for The Festival Group's two main events, The New Jersey Lottery Festival of Ballooning and Rock, Ribs and Ridges through the sale of sponsorship, exhibitor, vendor, hospitality, and ticket packages.

- Lead all facets of the sales process including identifying new and emerging categories, prospect solicitation, presentations, negotiation, and deal closings.
- Utilize our CRM tool, Salesmate to detail and track all sales from initiation to conclusion.
- Drive sales strategies, integrated concepts, create sales packages to take to market.
- Keep abreast of industry best practices and monitor sales revenue vs. predetermined goals.
- The Vice President of Corporate Partnerships will work closely with both the Festival Director and Executive Producer to oversee the renewal and expansion of the extensive media bank program that includes trades/buys with a wide variety of print (both daily, weekly and supplements), electronic (tv, radio and internet), outdoor, digital, social media, etc. The goals of this campaign are to expand and fulfill sponsorship commitments by extending a three-day event to 3-4 months, and to drive incremental ticket sales.
- The Director of Corporate Partnerships will also take an active role in the expansion of The Festival Group's stable of clients and properties. The Director of Corporate Partnerships will be responsible for identifying new corporate clients, events and other event marketing and consulting opportunities.
- Major focus on client goals and utilizing our assets to help them meet their marketing, branding, sales, PR and Social/Digital goals.
- Minimum of three (3) to five (5) years in the sponsorship, media or other festival/team sports sales industry. Track record of building successful partnerships and increasing company revenues via both existing network of contacts and excellent networking skills to generate new business and relationships.

Compensation is commensurate with experience, and includes base salary, generous benefits/401K programs, and potential for UNLIMITED COMMISSION INCOME.

Please contact Howard Freeman, Executive Producer, at hfreeman@balloonfestival.com