

# LOCAL PROMOTIONS & SPONSORSHIP COORDINATOR

The role of the Local Promotions & Sponsorship Coordinator is to provide and promote citywide awareness and create hype for the event to ensure that tickets sell, and to seek potential sponsors to increase revenue generation and help create citywide corporate awareness of the event.

The Local Promotions & Sponsorship Coordinator must have experience in sales and marketing and have local business community contacts.

## Principle Duties (Local Marketing)

- ◆ Draw on previous experience at national or international figure skating events in the local promotions area to find ways to create and increase awareness about the event.
- ◆ Use knowledge of city and larger region to determine where citizens get their event information.
- ◆ If applicable, use existing relationships within the local media community to source support for the event.
- ◆ Work with Skate Canada staff to promote the event through many means including posters, social media, etc.
- ◆ Investigate opportunities to promote the event at community events, sporting events, media opportunities and other functions, and suggest different ways to promote the event and create awareness.
- ◆ Coordinate booth spaces booked at community events and distribute event promotional material to attendees.
- ◆ Work with Skate Canada to share overall knowledge and awareness of the event in the city and provide suggestions on how to increase the awareness.

## Principle Duties (Local Sponsorship):

- ◆ Work with Skate Canada staff contact to determine if there are any product and venue restrictions (i.e. Coke only in building) that would conflict with any national sponsors or building regulations.
- ◆ Using the Local Sponsorship Package, pitch features and benefits of event to local and regional businesses and negotiate deal points where possible. Skate Canada has final approval on all deals and negotiations.
- ◆ Provide leads and contacts of potential local sponsors to Partnerships & In-Venue Producer. Sponsors may contribute cash or product and services in kind – a “wish list” of value-in-kind (VIK) items will be provided to you.
- ◆ Provide contact information for companies interested in quoting on event-based services to Skate Canada (i.e. not interested in sponsorship, but potentially interested in providing products or services at a discounted rate).
- ◆ All sponsorship must be approved by your Skate Canada contact.
- ◆ Attend various receptions to meet local sponsors – where required and appropriate.

## Schedule

The workload for this position will begin immediately, and the bulk of the work will happen at least six months prior to the event and it will slow down once the event starts. You may volunteer for another area for the duration of the event on-site.

## Skate Canada Staff Contact

Skate Canada staff contact information will be provided to you in the planning process.