



## Sponsorships & Event Marketing Coordinator

**Salary:** \$38,000 to \$42,000 annual, commensurate with relative experience

**Work Address:** Kentucky Exposition Center  
937 Phillips Lane Louisville, KY 40209

### KENTUCKY EXPOSITION CENTER

937 Phillips Ln  
Louisville, KY 40209  
Phone: 502.367.5000

### KENTUCKY INTERNATIONAL CONVENTION CENTER

221 S Fourth St  
Louisville, KY 40202  
Phone: 502.595.4381

[www.kyvenues.com](http://www.kyvenues.com)

Kentucky Venues' two major convention and exposition facilities – the Kentucky Exposition Center and the Kentucky International Convention Center – work with regional, national and international clients to host world-class events. Kentucky Venues also produces signature events annually: Kentucky State Fair, World's Championship Horse Show, National Farm Machinery Show, Championship Tractor Pull, North American International Livestock Exposition, and the North American Championship Rodeo.

### About the Kentucky Exposition Center

The Kentucky Exposition Center is one of the largest exposition facilities in North America. It hosts some of the world's most recognized events and trade shows with 1.2 million square feet of contiguous meeting space. There are 54 meeting rooms, two arenas and 300 acres of outdoor exhibit and demonstration space, which is all vastly configurable to the specific needs of our clients.

*Kentucky Venues is governed by the Kentucky State Fair Board.*

Work schedule can include nights, weekends and holidays as required. Benefits include life, health, dental and vision insurances, free parking, paid personal and sick leave, and a state employee pension.

### Job Description:

The Sponsorships and Event Marketing Coordinator is involved with maintaining relationships with current sponsors and prospective new clients to grow support for Kentucky Venues partnership and in-house event sponsorships.

### Essential Functions:

- solicit partners for Kentucky Venues and in-house produced shows;
- negotiate and write contracts;
- prioritize multiple projects to keep them moving in a timely manner and meet deadlines for event sponsorships needs;
- provide ongoing, prompt support to sponsors and maintain positive relationships;
- general correspondence with sponsors and exhibitors to answer questions, resolve issues, and communicate efficiently in a timely and positive manner;
- work in conjunction with Communications Department to develop and implement detailed marketing plans for Kentucky Venues in-house shows and events;
- create marketing plans to include specific advertising, social media, direct marketing, street team marketing, ticket sales strategies, branding and licensing expertise;
- ensure sponsors receive full benefits of sponsorship outlined within contracts, such as logo placemen, decorator needs, and other special requests;
- performs other related duties as management necessitates.

WE SET THE STAGE. YOU STEAL THE SHOW.



**Physical Demands** (must be able to perform with or without reasonable accommodations):

- majority of time spent in office at computer;
- communicate with employees via face-to-face conversation, e-mail, and telephone;
- must be able to communicate in person with external clients, government representatives and agency staff;
- must be able to complete work in a timely manner and be proactive with business needs.

**Work Environment and Hours of Work:**

- generally works Monday – Friday 8a-5p in order to be accessible to staff and external clients;
- during events will be required to work extended hours including evenings, nights, holidays and weekends;
- office work environment, moderate noise levels;
- exposure to allergens on a routine basis to carry out duties (hay, dust, dirt, livestock, domestic animals).

**Knowledge, Skills and Abilities:**

Knowledge of

- office management and clerical support activities;
- English language structure and content including meaning and spelling of words, rules of composition and grammar;
- mathematics and their applications;
- administration and management principles involved in strategic planning, resource allocation, leadership techniques, and coordination of people and resources;
- customer and personal services principles and processes for providing customer and personal services. This includes customer needs assessment, meeting quality standards for services, and evaluation of customer satisfaction;
- law and government such as legal codes, precedents, government regulations, executive orders and agency rules.

Skilled in

- data accounting and word processing software such as MS Word, Excel and Outlook;
- team player who also thrives working independently;
- strong attention to detail skills;
- active listening and active learning, reading comprehension, and social perceptiveness;
- critical thinking and complex problem solving with sound judgement and decision making abilities.

Able to

- be highly motivated, resourceful and goal-oriented possessing excellent financial, verbal and written communication skills;
- be professional in appearance and manner;
- work quickly and proactively in a fast-paced environment;
- apply general rules to specific problems to produce answers that make sense;
- perform mathematical functions quickly and correctly, choosing the correct method to solve a problem;
- communicate information and ideas orally and in writing so others will understand;
- recognize a problem and collaborate with others to reach a solution or eliminate the problem.

**Education and Experience:**

Bachelor's degree or college coursework in business, marketing, communications, public relations or a related field. Event management, event production or event coordination experience preferred but not required. Must be proficient in Microsoft Office software suite (Word, Excel, Outlook).

**Application Process:**

Interested applicants should email a cover letter, résumé and at least 3 professional references to:

Jeffrey Zinner, Partnerships Manager  
Kentucky Venues  
[jeffrey.zinner@kyvenues.com](mailto:jeffrey.zinner@kyvenues.com)

The subject line of the email shall state “Sponsorships Coordinator Vacancy”.

*THE COMMONWEALTH OF KENTUCKY DOES NOT DISCRIMINATE ON THE BASIS OF RACE, COLOR, RELIGION, NATIONAL ORIGIN, SEX, AGE, DISABILITY, SEXUAL ORIENTATION, GENDER IDENTITY, GENETIC INFORMATION OR VETERAN STATUS. REASONABLE ACCOMODATIONS ARE PROVIDED UPON REQUEST.*