



**Sponsorship Sales Manager**  
**A full-time opportunity with Epic Rides**

Job Location: TUCSON, AZ

As a Sponsorship Manager this person will play a key role in driving sales and branding efforts across multiple Epic Rides event platforms and marketing arenas. The position will play a lead role in building and developing long-term strategy to support both sponsor and event objectives.

The role requires someone with the ability to deliver new ways of thinking and executing, to deepen and evolve Epic's relationship with participants, brand partners, host communities and beneficiaries. They are responsible for developing, selling and implementing compelling brand partner programs.

The position requires a candidate who is familiar with mountain biking and has an understanding of events. They will be required to build and cultivate key relationships with multiple business partners and across multiple functions.

The successful candidate needs to deliver a forward looking approach to our implementation and sponsor recruitment strategies, evolving as the function progresses and proactively adapting to the ever-changing environment.

**I. Position:**

- a. Purpose – Contribute to overarching sponsorship plan through developing, selling and deploying individual value propositions for brand partners that increase the events ability to connect brand partners to Epic Rides' customers.

Prerequisites

- Bachelor's degree (minimum) in business, marketing, communications, journalism or related field required
- 5+ years experience in sales and/or marketing role
- Deep understanding of the evolving consumer and media environment, particularly the evolving digital landscape
- High aptitude for creative thinking balanced against bottom line business needs
- Strong writing and strategic planning skills combined with a sense of urgency, flexibility and attention to detail
- Ability to work collaboratively with others and develop consensus within diverse groups and with people at all levels within the organization
- Ability to understand challenges or underlying concerns, share ideas, and develop effective responses

#### Essential Functions

- Candidates non-endemic sponsorship partners based on current goals and objectives.
- Creates and sells value propositions to corporations outside of and within the bicycle industry.
- Manages all related sponsorship and event expo activities
- Manages media presence for company and sponsors through event platforms
- Contributes to companies and partner brand identities through advertising, press releases, digital marketing, and onsite activations
- Will be available for event weekend relationship maintenance and activation implementation
- Produces and delivers qualitative analysis of partnership to sponsors

#### II. Compensation, Benefits & Time Commitment

- Base salary + commission TBD based on estimated revenues
- Healthcare benefits, cell phone plan, event participation reimbursement, bike to work incentives, casual work environment ++
- Travel and occasional weekend work required

#### **This opportunity has my name written all over it! What do I do now?**

Please submit **cover letter** and **resume** to [tsadow@epicrides.com](mailto:tsadow@epicrides.com). **In the subject line** include "Epic Rides Employment Opportunity".

Note: This Position Description does not specify all of the responsibilities and duties of the opportunity. It is not intended to limit or modify the right of the supervisor to assign, direct or control the work of the position. The listing of particular duties does not exclude other duties not listed that are of a similar kind or level of responsibility.

