



## Sponsorship Coordinator

Curling Canada is a National Sport Organization (NSO) and the leading expert and growth engine for Curling Excellence in Canada. Our exclusive purpose and function is to promote amateur athletics in the form of curling in Canada, on a nation-wide basis. We manage high performance programs (i.e., Team Canada,) select and manage national teams, and we have the exclusive right to name teams to World Competitions and Canadian Olympic organizations. We focus on serving our members (the Provincial, Territorial or Regional Curling Associations) and all of their associated clubs and curlers throughout Canada, with a plethora of services and resources from promotion, marketing, to data and technology.

Curling Canada's relationships with Sponsors fundamentally enable us to meet our strategic objectives of growth of the sport of Curling in Canada. To continue to build Curling Canada's brand and overall purpose, we are looking to add a **Sponsorship Coordinator** to our team! Reporting to the **Executive Director – Marketing and Fan Experience**, the successful candidate will play a critical role in planning, coordinating, and executing upon Curling Canada's key initiatives with a focus on Sponsorship management and fulfillment and onsite event coordination and support.

### What You Will be Doing:

#### Account/Sponsorship Servicing

- Responsible for all Sponsor communications, conflict resolution, and compliance on all Sponsor deliverables and renewal revenue
- Review all major deliverables (i.e., signage, print, promotional, entertainment elements, etc.) to ensure quality standards and that Sponsor expectations are met
- Ensure that Sponsor issues are dealt with in an efficient manner, informing department head of any problems that may arise
- Assist the Business Development team in finalizing agreements with new Sponsors to ensure a smooth transition into the management and service of the relationship
- Work closely with department head and partnership team on contract renewals for existing Sponsors
- Work closely with the rest of the department to maintain a continuous knowledge of project status in order to identify potential issues and/or opportunities within or related to the various projects and deliverables
- Ensure that all processes and procedures are completed, quality standards are met, and that projects are profitable
- Be aware of and in pursuit of opportunities for account growth and new business
- Communicate Sponsors' goals and represent the partners' interests in such a way that achieves the partnerships' shared goals, while always working in the best interest of Curling Canada
- Develop and support key Sponsorship relationships and embrace each Sponsor relationship by understanding the business of each Sponsors in a way that allows the organization to anticipate Sponsors' needs and respond in a timely fashion
- Assist in the execution of ancillary benefits such as pre-sales, off-season events, in-event requests, and non-event access
- Assist in developing and executing in-season promotions such as athlete signings, hospitality, and exclusive events
- Map, inspect and monitor each Sponsor booth prior to and during each event for quality assurance (cleanliness/maintenance) and immediately resolve any issues, as appropriate



- Maintain Sponsorship databases, including contact name, address, special dates (i.e., birthdays, anniversaries, etc.) comments from visits, etc.
- Distribute Event logos to Sponsors, encouraging involvement and participation in specific Event promotions
- Request Event newspaper layouts from production suppliers. Execute on print, digital, and social media Sponsorship strategies as directed by our Marketing/Sponsorship and Social Media team.
- Source or produce creative materials for Sponsor fulfillment and presence for the arena and Patch / HeartStop video screens (i.e., Jumbotron and / or matrix boards)

## **Event Planning, Coordination & On-Site Execution**

Our annual tournament season and our Season of Champions is mission critical to Curling Canada. It is our signature offering to the sport and the pinnacle of all of our marketing and operational initiatives to promote and grow the support of Curling in Canada and to promote Curling in Canada to the world.

The incumbent will work directly with the Event Manager, Local / National Sponsorship Sales, Local & National Marketing team and Event Office Staff to ensure the sound planning and execution of on-site Sponsorship deliverables as well as digital and social media Sponsorship initiatives during Curling Canada events and other strategic initiatives. T

*This is where we really count on this individual to execute flawlessly and support our Sponsor obligations and the rest of the Curling Canada on-site team.*

- Support the Game Day Manager and the Curling Canada on-site team on Sponsor Day assignments
- Greet and welcome Sponsors and ensure that all Sponsor needs, and contract obligations are met.
- Work with Executive Director on any sponsor related requests for access to athletes and officials.
- Facilitate event access to athletes and officials for Sponsor attendees
- Set up Sponsor lounge and ensure all Sponsors receive their tickets
- Set up scoreboard and monitor all online (digital and social media) and print advertisements
- Monitor all Sponsor-driven activities and deliverables.
- Source or produce creative materials for Sponsor fulfillment for the arena  
Demonstrate responsiveness and creative problem solving and solutions

## **What you Need To Be Successful:**

### **Skills and Education**

*Come as you are. You are welcome here! Curling Canada is deeply committed to promoting diversity, advancing equity, and fostering a culture of inclusion. Therefore, we invite applications from marginalized and equity-seeking groups, particularly members of Black, Indigenous, and People of Colour (BIPOC) communities.*

- We are looking for an individual with a passion for people and the role they play in driving and supporting Curling Canada's business and revenue strategies
- A degree or diploma from a recognized institution – business, marketing, event management or communications degree preferred
- 3+ years' experience in event management or account servicing and support – preferably in Sponsorship servicing or fulfillment



- Strong relationship management skills and able to illustrate their ability to add value to Sponsor relationships and deliverables to facilitate long-term Sponsorship loyalty and strengthened relationships
- Ability to think big, while still having exceptional attention to detail and superior organizational and administrative skills
- The understanding of and ability to execute on Sponsor traditional media and promotion as well as digital and social media initiatives under the direction of the Sponsorship team and the Marketing team
- Proven experience in **Graphic Design** and the ability to develop creative content using **Photoshop, Illustrator, and Acrobat**
- Proficient knowledge of **MS Office 365** applications including Word, Excel, and PowerPoint
- Demonstrated experience utilizing **Google Drive** with a focus on documents, sheets, slides, and forms

## Additional Requirements

- English essential, both oral and written; Bilingualism (English and French) is preferred.
- Ability to travel frequently and for extended periods during the curling event season (November – April)
- We are working remotely right now, so geography is flexible. Our offices are in Orleans (Ottawa) and our events are nationwide. Candidates must have the technical and physical ability to work from home in a healthy and safe environment, while supported by Curling Canada with the appropriate tools and equipment. Candidates must also have the flexibility to attend the office if/when required.
- This is not a 9 to 5 job during our event season. Our ideal candidate is a key a critical player on our event team, supporting all of our on-site staff and our Sponsor commitments. The ability to jump in and think on your feet in a fast-paced demanding on-site environment is critical. We are looking for a responsive and creative problem solver with a focus on flawless marketing, delivering Sponsor rights and obligations, and event execution.

*\*\*\*Please note this role requires **extensive and extended travel** during the curling event season.*

## What We Offer

The salary range for this position starts at \$52,000 - \$58,000 depending upon experience. Curling Canada offers competitive benefits including RRSP matching. All work travel expenses are covered by Curling Canada. The incumbent will be provided a laptop and a cell phone.

We offer a welcoming, inclusive, and supportive environment. You will be heard! You will grow! We provide support for ongoing professional development and growth.

Interested applicants may apply to [careers@curling.ca](mailto:careers@curling.ca). No agencies please. *Curling Canada is compliant with the AODA – Access Ontario Disabilities Act. For access to our policy [click here](#). For feedback on our accessibility please email [accessibility@curling.ca](mailto:accessibility@curling.ca).*