

## **ADVERTISING/SPONSORSHIP COORDINATOR INTERN**

### **INTERNSHIP DESCRIPTION**

#### **PURPOSE:**

Responsible for assisting in securing funding and in-kind support through corporate advertisements, sponsorship, and strategic partnerships. This position is a hands-on role that requires attention to detail, self-manage, and works well within a small team.

**REPORT TO:** Chief Executive Officer

#### **COMMITMENT & COMPENSATION:**

- This is a contracted position.
- The estimated time commitment required is approximately 40 hours per month.
- Attendance & participation in monthly staff meeting via online

#### **COMPENSATION:**

- \$3,000 (over the course of 6 months) with 5% - 8% commission on specific closed, secured and fulfilled advertisement /sponsorship contracts.

#### **DUTIES / RESPONSIBILITIES:**

- Review the current Sponsorship Package and be familiar with what sponsors
- Create customized sponsorship packages where needed
- Secure new advertiser and corporate sponsors (media/advertising/programming/general support) and meet with potentials to outline what services they would value most
- Including both cash and in-kind support/product from different corporations and foundations;
- Provided a monthly Advertisement /Sponsor sales report
- Book media advertising and ensure material is ready as required;
- Sell advertising for the LYLWL YouTube Channel /LYLWL TV Show
- Roll out and support the Executive Director and Creative Team with the implementation of advertising /sponsor leverage activities, delivery of benefits, and negotiated arrangements;
- Develop and implement advertising/sponsorship strategies to maximize revenues;
- Coordinating sponsor events pre and during the events, including sending invitations, managing door lists, booking venues, and handling any issues as they arise on the day;
- Support the Executive Director and Creative Team with maintenance and data entry using databases including Google Documents and Eventbrite.

- Assist in developing and delivering VIP events for corporate/foundational partners in the lead-up to and during LYLWL onsite events. Event tasks include but are not limited to: creating invitation lists, sending of invitations, creating name tags, creating run sheets, and door management.

**Marketing & Collateral:**

- Will work as part of the Creative Team to deliver the marketing and communications strategy, including managing artwork and collateral, sponsorship leverage activities, advertising bookings, and selling program advertising
- Organize the signage to be produced and erected on signing;
- Sponsorship Follow-up & Future LYLWL Engagement
- Design and send out a thank you letter (email or regular mail) after the festival
- Design and send out a sponsor survey to support planning for the festival year
- Assist with developing appropriate correspondence such as proposals, thank you letters, and program outcome information.

**SKILLS & QUALIFICATIONS:**

- Experience and education in advertisement marketing/sales/sponsorship solicitation.
- A bachelor degree in Marketing or Sales Preferred
- Strong verbal, organizational, and written communication skills
- Strong networking skills
- Superior time management and organizational skills
- Confident, friendly, professional, and comfortable with cold calling
- Ability to work autonomously in an entrepreneurial environment with a “can-do” attitude, the ability to make decisions on the fly and adapt to unexpected changes (at events)
- A personal desire for ongoing learning, continuous improvement, and development
- An optimistic outlook and positive attitude
- Self-motivation but love being part of a team
- Possesses patience and perseverance
- Be creative in looking at new ways to secure advertisements and sponsors.

**BENEFITS**

- Practical advertising and sponsorship experience
- Shadowing, mentoring, and training opportunities with skilled media, and production professionals
- Opportunity to participate in networking events and company meetings
- Flexible schedule for students
- Compensation available
- Class credit (if applicable)
- Positive reference and bonus will be given upon completion of successful internship