



SPONSORSHIP SALES MANAGER – ST. LOUIS, MO

Email resume to Careers@Gate52.com

1. Position Overview

Gate52 is expanding its sponsorship program in the **St. Louis** market and is seeking a high-performing **Sponsorship Sales Manager** to drive revenue at The Factory, the premier live event and entertainment venue in the market. The program framework, inventory structure, and operational infrastructure is designed by Gate52 leadership. This role is the engine that brings it to market and reports to Head of Sales, Gate52.

The Sponsorship Sales Manager will be responsible for executing the sponsorship strategy, managing the full sales cycle from prospecting to close, and ensuring successful activation of each partnership. While the role is primarily focused on revenue execution, the right candidate will bring valuable market insight and feedback that helps refine the program over time. With an annual revenue goal Year One of \$500,000, this role rewards relentless hustle and strong relationship skills.

Though an individual contributor, this person will not operate in isolation. The Sponsorship Sales Manager will work closely with the team at The Factory, including operations, marketing, and event staff, to support revenue-generating activity and sponsor activation.

2. Core Responsibilities

2.1 Sponsorship Program Refinement & Launch

- Learn and internalize Gate52's sponsorship inventory, packaging, and pricing, providing market-informed feedback to help sharpen the offering
- Develop a thorough understanding of the venue's audience profile, event calendar, and available assets to pitch sponsors with confidence and specificity
- Customize and adapt sales materials and proposal templates for individual prospects while staying within the established program framework

2.2 Revenue Generation & Sales Execution

- Own the full sales cycle: prospecting, outreach, discovery, proposal, negotiation, and close
- Identify, prioritize, and cultivate a robust pipeline of local, regional, and national sponsorship prospects aligned with the venue's audience demographics
- Drive \$500,000 in contracted sponsorship revenue year one
- Maintain accurate and up-to-date records in Gate52's CRM and reporting systems; provide regular pipeline updates to leadership
- Collaborate with venue team to coordinate sponsor activations, leverage local relationships, and support revenue-generating opportunities
- Represent Gate52 at industry events, local business forums, and networking opportunities to build brand presence and prospect relationships

2.3 Partner Activation & Fulfillment

- Collaborate with the venue's operations, marketing, and production teams to ensure all sponsor deliverables are executed accurately and on time

- Serve as the primary point of contact for all sponsors, maintaining strong, trust-based relationships throughout the partnership
- Conduct quarterly performance reports for sponsors to demonstrate ROI and support renewals
- Proactively identify upsell and renewal opportunities within the existing sponsor portfolio

2.4 Reporting & Operational Execution

- Work within Gate52's established CRM, reporting workflows, and contract processes; maintain data integrity and pipeline accuracy at all times
- Submit weekly pipeline updates and monthly revenue reports to Gate52 leadership using provided reporting templates
- Provide billing schedules to the Accounting department and support Accounts Receivable as requested
- Execute sponsor fulfillment checklists accurately and on schedule; flag delivery risks early to the appropriate venue team
- Bring consistent market and prospect feedback into the program refinement process through structured communication with leadership

3. Qualifications & Experience

Required

- 5+ years of experience in sponsorship sales, partnership sales, business development or similar role — preferably within live entertainment, sports, media, or events
- Proven track record of meeting or exceeding individual revenue targets in a direct-sales capacity
- Demonstrated ability to build a new sales territory, program, or capability with limited existing infrastructure
- Strong experience managing the full sales cycle independently, from cold outreach through contract execution
- Excellent relationship-building and consultative selling skills; ability to engage C-suite and marketing decision-makers
- Proficient with CRM platforms (Salesforce, HubSpot, or equivalent) and standard sales reporting practices
- Highly organized, self-directed, and able to manage multiple deals and deadlines simultaneously

Strongly Preferred

- Existing relationships within the St Louis business community and/or regional advertising/marketing landscape
- Experience selling sponsorships across multiple venues, events, or properties simultaneously
- Background in developing sponsorship packages and rate cards from inception
- Familiarity with live music, entertainment, or hospitality-driven sponsorship categories
- Experience with sponsorship activation and fulfillment, not just sales

4. Competencies & Behavioral Profile

Entrepreneurial Drive

This is an execution role in a new market with real stakes. The ideal candidate thrives in early-stage environments, is energized by building something meaningful, and is motivated by the direct connection

between their effort and their results. They work well within a defined framework while bringing the initiative and hunger needed to make it succeed.

Consultative Sales Approach

Gate52's sponsors are not buying ad space — they are investing in audience relationships and brand experiences. The right candidate leads with listening, builds packages around partner goals, and sells outcomes rather than line items. They are trusted advisors, not order-takers.

Relationship Capital

Sponsorship is a relationship business. The strongest candidates bring a warm book of contacts in the Oklahoma City market and a demonstrated ability to expand their network quickly and authentically.

Organizational Rigor

Managing four venues, dozens of prospects, and multiple active contracts simultaneously requires exceptional discipline. This person runs a clean CRM, maintains accurate pipeline forecasts, meets internal reporting deadlines, and ensures sponsor deliverables never slip through the cracks.

Cross-Functional Collaboration

While the Sponsorship Sales Manager is a solo contributor on the sponsorship team, they are not working alone. This person knows how to activate the people around them — leaning on venue operations, marketing, and event staff at each property to support revenue generation and sponsor activation. A collaborative, team-first mindset is essential to making the most of the resources available.

5. What Success Looks Like

At the end of Year One, a successful Sponsorship Sales Manager will have:

- Closed \$500,000 or more in contracted sponsorship revenue
- Built and documented a full sponsorship inventory and rate card that can scale beyond Year 1
- Established an active pipeline of 50+ qualified prospects with ongoing relationships
- Delivered a sponsor retention rate that positions Gate52 for renewal revenue growth in Year 2
- Operated with discipline within Gate52's program infrastructure — clean CRM data, on-time reporting, and zero missed sponsor deliverables
- Built Gate52's reputation as a premier sponsorship partner in the St Louis market

6. About Gate52

Gate52 is a live event and venue management company operating a growing portfolio of entertainment properties. With a portfolio spanning indoor concert halls, historic theaters, and outdoor amphitheaters, Gate52 offers sponsors unparalleled access to engaged, experience-driven audiences across the full spectrum of live entertainment.

St Louis is one of the fastest-growing mid-major markets in the country, with a vibrant local business community and a live music and entertainment scene that continues to expand. Gate52 is building the infrastructure to make this market's sponsorship potential fully accessible to brand partners — and this role is central to that mission.