



Brief for the position of:
Director of Partnerships





Director of Partnerships

COMPANY OVERVIEW

Big League Wiffle Ball is America's first professional wiffle ball league featuring the highest level of wiffle ball competition in the world and has live broadcasts on ESPN+ and ESPN2, bringing wiffle ball to millions of viewers nationwide.

Big League Wiffle Ball was founded in 2019 by Logan Rose, a young entrepreneur, who began hosting backyard tournaments and building a following online. Now Big League Wiffle Ball has many prominent team owners including Kevin Costner (Los Angeles Naturals), Gary Vaynerchuk (NY Green Apples), Marc Lasry and David Blitzer (Las Vegas Scorpions), David Adelman and Ron Biscardi (Philadelphia Wiffle Club), Dude Perfect (Dallas Pandas), Tony Robbins, Julio Jones, Nelly (Atlanta Ballers) and others.

The league consists of 10 teams representing some of the largest markets in North America; New York, Los Angeles, Boston, Atlanta, Dallas, Miami, Philadelphia, Las Vegas, Chicago, and Arizona. For 2026, the games regular season and playoffs are hosted in Atlanta, an All-Star Game in St. Louis, and the World Series in Orlando — with weekly Sunday game days broadcast live on ESPN+ and ESPN2.

POSITION SUMMARY

The Director of Partnerships will build and lead Big League Wiffle Ball's revenue engine, owning sponsorship, advertising, and partnership sales. This is a sales leadership role responsible for designing the go-to-market sales strategy, building a repeatable pipeline of brand and sponsorship partners, and standing up a scalable sales organization as Big League Wiffle Ball grows and expands. The ideal candidate combines media or sports sponsorship sales experience with the entrepreneurial drive to build a sales function from the ground up.

KEY RESPONSIBILITIES

- Own the national revenue target across sponsorship, advertising, and branded content sales for Big League Wiffle Ball.
- Build and execute a national sales strategy and go-to-market plan across category verticals (apparel, financial services, QSR, automotive, tech, collectibles, and regional/local sponsors).
- Develop and manage a pipeline of national and regional brand partners, translating Big League Wiffle Balls' audience and programming into sponsorship packages, media buys, and integrated partnerships.
- Create and price sponsorship inventory across in-venue, digital, social, and streaming assets.
- Lead contract negotiations and close national partnership and sponsorship agreements, working with legal counsel on deal terms.
- Align sales packaging with brand positioning, content calendar, and programming slate.
- Build sales collateral, media kits, and rate cards to support the sales process.
- Represent Big League Wiffle Ball NIL at sponsor meetings, Board meetings, conferences, etc.
- Report on pipeline, forecasting, and closed revenue to the President and investors.

QUALIFICATIONS

- 5+ years of sales experience in sports media, sponsorship sales, or broadcast/streaming ad sales.
- Track record of closing national sponsorship or media partnership deals.
- Existing relationships with brand marketing decision-makers, media agencies, or sponsorship buyers preferred.
- Experience building or scaling a sales function, ideally in an early-stage or high-growth company.
- Strong understanding of the sports and multi-platform media sponsorship economics.
- Excellent negotiation, presentation, and relationship-management skills.
- Comfortable operating with startup speed and ambiguity, with a builder mentality.
- Bachelor's degree required; MBA or equivalent experience a plus.
- Willingness to travel as needed.

WHAT SUCCESS LOOKS LIKE

- A defined, repeatable sales process and pricing structure within the first 30 days.
- A qualified pipeline of prospective brand partners across priority verticals within the 30 days.
- Closed sponsorship revenue which meaningfully contributes to Big League Wiffle Ball's annual revenue targets.

COMPENSATION & BENEFITS

- Competitive base salary commensurate with experience.
- Uncapped commission structure tied to closed sponsorship and advertising revenue.
- Performance-based annual bonus.

Contact Information:

Lou DePaoli
General Sports Worldwide
ldepaoli@generalsports.com



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