



**Brief for the position of:**

**Vice President of Corporate Partnerships**

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#### **Organizational Summary:**

The Kansas City Current (“Current”) is a professional women’s soccer team based in Kansas City. Competing in the National Women’s Soccer League (NWSL), the Current has the mission of being the best women’s soccer club in the world. On our path to that goal, in less than two years, the team has already made considerable news having unveiled a state of the art \$18 million training facility and new headquarters; shared plans to build the first purpose built sports \$120 million stadium for women on the riverfront, and hired some of the brightest front office and technical staff across all of sports. Given the opportunity we see ahead, we are hiring for multiple key positions including this role, Vice President of Sponsorship Sales.

If you are an individual looking to be part of a high-growth organization with a clear mission, an investment-oriented mindset and a deep focus on community, please read below and apply.

#### **Job Description:**

We are seeking an experienced revenue generator with a strong passion for sales and sports. The Vice President of Sponsorship Sales will be responsible for generating partnership revenue, as well as, generating leads through prospecting, cold-calling, face-to-face meeting and relationship building.

For this season and 2023, the team will continue to play their home matches at Children’s Mercy Park, home to Sporting KC of the MLS. In 2024, the team will play in their own stadium, a \$120 million facility located on the Berkeley Riverfront near downtown Kansas City.

The Vice President of Sponsorship Sales will report to the Team President, and will be responsible for all functions related to corporate partnerships including building on relationships to create and execute strategies to acquire, develop, and retain corporate sponsors as part of the org-wide business objectives. This leader will be incredibly hands-on, i.e., someone who will build and lead a sales team to meet and exceed established sales goals and objectives. S/he will also be challenged to collaborate with various departments to build assets and programs that boost our partners and fans as central figures in all that we do.

#### **JOB DESCRIPTION - WHAT YOU WILL DO:**

- Lead a team focused on B2B relationships and optimizing net revenue

- Will be responsible for selling and managing all naming rights, founding partners, and exclusive partnerships with the team and new stadium
- Responsible for driving new revenue opportunities nationally and locally to hit and surpass annual revenue goals
- Assist in developing an engagement platform to retain existing relationships and generate new business
- Influence, develop and implement strategic goals, commission structures and other incentive programs that motivate staff to achieve revenue objectives
- Assist in developing asset guidelines & standards that help support our objectives
- Work in conjunction with Business Strategy & Analytics, Marketing, and all critical departments to develop compelling presentations that include measurable elements
- Participate in the development, ideation, evolution, implementation, and fulfillment of service and activation platform
- Creation and execution of real-time fan engagement platform components to take to market
- Coordinate with internal legal teams to assure contract execution, and manage all accounts payables and receivables
- Develop staff by providing mentoring, direction, support, continual coaching, and performance feedback.
- Gameday responsibilities include activation, client entertainment, and contract fulfillment
- Conduct business during non-traditional hours, interact with clients and prospects during events
- Contribute to event planning and execution of partner-sponsored events.

**CANDIDATE PROFILE – WHO YOU ARE:**

- 5+ years of sales experience with a minimum of 2 years in management roles
- Proven track record of growing revenue in the corporate partnerships space
- An understanding of the hospitality, sports, and entertainment marketplaces
- A solutions-based professional who takes pride in their work and their ability to impact internal and external constituents
- A get-your-hands-dirty doer excited about placing their stamp on a start-up sports and entertainment franchise
- An individual committed to a diverse and inclusive workplace who will be thoughtful in this respect when hiring, training, and providing performance management to employees
- Bachelor’s degree required

**Contact Information:**

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