

Position: *Vice President, Sponsorship Sales*

Department: *Partnerships*

Reporting Manager: *President*

Status: *Full-Time*

Job Classification: *Exempt*

Location: *Las Vegas, NV*

About the A's:

The A's are a baseball team founded in 1901. They have a rich history, having won nine World Series championships and 15 American League pennants. The A's are known for pioneering the "Moneyball" approach to team-building, which focuses on using statistical analysis to identify undervalued players.

In addition to their success on the field, the A's also have a positive and dynamic work culture. They have been recognized twice as the Front Office Sports, Best Employers in Sports.

The A's are defined by their core pillars of being Dynamic, Innovative, and Inclusive. Working for the A's offers the opportunity to be part of an innovative organization that values its employees and strives to create a positive work environment.

Description:

The Vice President, Sponsorship Sales will lead the development and execution of high-impact sponsorship sales strategies designed to maximize revenue for the Athletics. This role will build and mentor a high-performing partnerships team, foster strong relationships with corporate partners, and collaborate cross-functionally to deliver innovative, measurable, and mutually beneficial partnership solutions.

Responsibilities:

- Lead the development and execution of high-impact sponsorship and media sales strategies designed to maximize revenue for the Athletics, with a strong focus on Las Vegas-based partnerships and long-term ballpark activation.
- Serve as a senior leader for partnership activation, owning end-to-end execution from contract close through onboarding, launch, and ongoing activation.

- Act as a key day-to-day liaison with CAA, serving as the primary point of contact for CAA's activation team and playing a central role in strengthening and evolving the CAA / Athletics partnership.
- Lead activation efforts tied to the Las Vegas Ballpark, including signage strategy, ballpark design integration, experiential elements, and long-term activation planning.
- Manage interim-year, Las Vegas-focused partnerships, ensuring strong market presence, flawless execution, and alignment with future ballpark vision.
- Partner closely with CAA and internal sales leadership to support the sales process, including vision deck development, pitch presentations, and sales center tours.
- Build and mentor a high-performing partnerships team across sales and activation, fostering a culture of collaboration, accountability, and revenue excellence.
- Identify, prospect, pitch, and close new sponsorship and media deals that deliver measurable financial returns and deepen partner engagement.
- Develop and maintain a robust pipeline of corporate relationships, encouraging long-term, strategic partnerships.
- Serve as the subject matter expert on sponsorship, media sales products, and activation strategy, guiding innovative, integrated partnership solutions.
- Conduct ongoing market research to identify new sponsorship and media opportunities across multiple platforms.
- Engage with partners at games, events, and meetings to strengthen relationships and drive revenue growth.
- Monitor and report on team performance, pipeline development, and client engagement metrics, providing insights to leadership.
- Collaborate with executive leadership to cultivate a high-performing partnerships and sales culture.
- Other duties as assigned.

Qualifications/Requirements:

- Bachelor's degree in Business, Marketing, Communications, or a related field.
- 10+ years of experience in sponsorship, partnerships, or media sales, preferably within sports, entertainment, or agency environments.

- 4+ years of leadership experience managing and developing high-performing teams.
- Demonstrated success securing and managing large-scale sponsorships and integrated media deals.
- Strong experience in partnership activation, contract execution, and partner onboarding.
- Proven ability to work cross-functionally with sales, strategy, design, and external agency partners.
- Excellent negotiation, relationship management, and presentation skills.
- Strategic thinker with a creative mindset and ability to develop innovative partnership solutions.
- Strong organizational and communication skills with high attention to detail.
- Proficiency in CRM and sales tracking tools (e.g., Salesforce).
- Willingness to work a non-traditional schedule, including nights, weekends, and holidays.
- Ability and willingness to travel as needed.

The A's Social Impact & Belonging Statement:

Social Impact & Belonging are in our organizational DNA. Our commitment to these values is unwavering – on and off the field. Together, we continue to build an inclusive, innovative, and dynamic culture that encourages, supports, and celebrates belonging and amplifies all voices. Combining a collaborative and innovative work environment with talented team members, we've created a workforce in which every team member has the tools to reach their full potential.

Equal Opportunity Consideration:

We are an equal opportunity employer and all qualified applicants will receive consideration for employment without regard to race, color, religion, national origin, sex, sexual orientation, age, disability, gender identity, marital or veteran status, or any other protected class.