Washington
STATE FAIR
EVENT CENTER

## SPONSORSHIP ASSISTANT

**The Washington State Fair Event Center is seeking an energetic, creative, and responsible employee to join our organization as the Sponsorship Assistant. This position will play a vital role** in supporting the sponsorship and partnership programs by facilitating relationships, fulfilling agreements, and assisting in the development of new business opportunities. This position ensures that sponsors receive exceptional value and that all sponsorship activations are executed properly. The assistant will work closely under the management of the Sponsorship Coordinator and Strategic Partnerships Manager. This role will work with marketing, events, and operations teams to deliver high-quality experiences that align both sponsor objectives and organizational goals. **This position is a part-time, non-benefited position with varying schedule year-round.**

***WSFEC year-round events: Holiday Magic 2026 (11-13 days in Dec.), Spring Fair (April 2027), The Taste NW (June 2027), Washington State Fair (Sept. 2027), Oktoberfest (Oct. 2027), and other year-round activities and events.***

**Essential Duties and Responsibilities:**

- Facilitate delivery of all sponsorship benefits, ensuring all contractual obligations are met, including signage, digital assets, hospitality, and on-site activations.
- Work with all departments to order, install, and document signage and physical activations.
- Serve as the primary liaison for booth/space needs, providing accurate activation details such as electrical requirements, load-in/load-out schedules, and space dimensions. Document completion with photos.
- Facilitate fulfillment of website placements, email newsletters, and social media deliverables, including capturing and documenting screenshots.
- Fulfill all ticketing, parking, and hospitality needs, ensuring all logs include dates, contacts, and confirmation numbers.
- Serve as a secondary activation point of contact for active sponsors, maintaining strong relationships through consistent communication, professionalism, and timely follow-up. This position will be responsible for 30+ sponsors.
- Track and maintain accurate records of all sponsorship assets and available inventory to support sales and fulfillment.
- Work within internal management tools such as Sponsors CX, Momentus Enterprise, Excel, Google Workspace, or Smartsheets.
- Work closely with marketing, social media, graphics, operations, and finance teams to ensure that all sponsorship elements are integrated smoothly across event planning and execution.
- Assist in planning and execution of sponsor activations during all major events, ensuring alignment with brand standards and operational requirements.

- Work all five (5) signature events to ensure seamless execution of sponsor assets, including load-in, signage installation, giveaways, Enter-to-Win promotions, and load-out.
- Support the sponsorship sales team by maintaining databases, creating presentation materials, and compiling post-event documentation demonstrating ROI.
- Assist with all renewal processes, including recap creation, meeting scheduling, and participation in renewal discussions.
- Collect and organize data, photos, and metrics to evaluate sponsorship performance and prepare comprehensive recap reports for assigned sponsors.
    - Assist with recap reports for your sponsor portfolio. Ensure recaps include proof of performance across all activation elements, including: Marketing sales data, PR and social media metrics, Attendance data, Any cross-departmental performance indicators

## QUALIFICATIONS

- BA/BS in Marketing, Business, Communications, Event Planning or related field required. Prefer 1-2 years of experience in Sponsorship, Event Planning, Business Management, Marketing, or special events
- Detailed record keeping and spreadsheet analysis is a must
- Strong computer skills with extensive knowledge with MS Office Suite, experience with any CRM software or project management software, a plus
- Exceptional communications skills, ability to trouble-shoot problems and present solutions for a variety of situations
- Ability to coordinate and work well with people, and have good verbal and written communications skills
- Time management skills, ability to efficiently manage workload and work independently
- Ability to be flexible and multitask on various projects in fast-paced, deadline-oriented environment
- Must be professional, energetic, a team player, self-motivated and able to support others' needs
- High degree of integrity and dependability

## COMPENSATION & BENEFITS

This position is a part-time, non-benefited position with varying, year-round schedule averaging 20 hrs. weekly. The pay range for this position is $20-25 hourly based on an assessment of knowledge, skills and experience of the candidate offered.

## HOW TO APPLY

Please email cover letter and resume to rachelm@thefair.com. Job posting will remain open until the position is filled.