

<https://p48ff.com/job/director-of-sponsorship-sales-brand-partnerships/>

## Director of Sponsorship Sales and Brand Partnerships

**Job Location**  
St. Thomas, USVI

### Description

The Director of Sponsorship Sales & Brand Partnerships for the Paradise48 Film Festival is responsible for generating revenue through sponsorships and brand partnerships, as well as elevating the festival's brand presence. This role plays a vital part in the festival's financial success and overall impact.

**Date posted**  
December 3, 2023

### Responsibilities

Identify and target potential sponsors and partners, including local businesses, corporations, and industry-related organizations.

Develop and maintain a comprehensive sponsorship package that outlines the benefits and opportunities available to sponsors.

Work alongside the Festival Director Lead in pitching, negotiating, and closing sponsorship deals.

Cultivate and maintain relationships with existing sponsors and partners, ensuring their continued support.

Identify potential brand partnerships that align with the festival's mission and audience.

Collaborate with marketing and creative teams to create engaging, mutually beneficial brand partnerships.

Negotiate and manage brand partnership agreements to ensure they meet the needs of both parties.

Work closely with the marketing team to integrate sponsors and brand partners into the festival's promotional materials and campaigns.

Coordinate marketing efforts to showcase sponsors' products or services.

Enhance the festival's brand recognition and visibility through partnerships and collaborations.

Develop and manage the sponsorship and brand partnership budget, tracking income and expenses.

Regularly report on revenue generation, providing updates to festival leadership.

Ensure compliance with all contractual agreements with sponsors and brand partners

Generate reports on the return on investment (ROI) for sponsors and partners.