

Sponsorship and Events Manager

Crooked River Roundup

Position title	Sponsorship and Events Manager
Reports to	Board President or board-designated supervisor
Employment status	Full-time 1.0 FTE
Location	Remote, Prineville, OR
Schedule	Year-round with evenings weekends and extended hours surrounding events
Compensation	\$65,000 annually plus 5% commission on new sponsorships

Organization Overview

The Crooked River Roundup is a nonprofit association governed by a volunteer Board of Directors. The organization produces two major annual events: a professional rodeo and a pari-mutuel horse race meet. These events celebrate Western heritage, support regional tourism, strengthen community connections, and provide entertainment for participants and spectators.

Position Summary

The Sponsorship and Events Manager implements the board-approved sponsorship program and provides year-round administrative and logistical coordination for the professional rodeo and pari-mutuel horse race meet. The position focuses on sponsor cultivation and renewal, sponsorship administration, benefit fulfillment, planning-calendar management, and coordination of assigned event functions.

Approximately 60 percent of the position is devoted to sponsorship development and fulfillment. Approximately 40 percent is devoted to board and event coordination. The allocation is estimated and measured annually and may shift during peak fundraising and event-production periods.

Role Authority and Accountability

The Board of Directors retains responsibility for organizational strategy, fundraising goals, budgets, contracts, major sponsorship agreements, and governance. The Rodeo Chair and

Race Chair retain overall operational authority for their respective events. Licensed officials, contractors, and designated professionals retain responsibility for racing, wagering, veterinary, rodeo-association, safety, and regulatory functions.

The manager is accountable for completing assigned work, maintaining accurate records, communicating progress, and operating within approved authority. Total sponsorship revenue and overall event success are shared outcomes of the board, committees, volunteers, contractors, and staff.

Primary Responsibilities

Sponsorship Development and Fulfillment

- Implement the annual sponsorship work plan and goals approved by the Board of Directors.
- Manage relationships with an assigned portfolio of local businesses, agricultural and equine organizations, community partners, and individual supporters.
- Conduct year-round sponsor renewal, prospecting, cultivation, and follow-up activities.
- Identify prospective local and regional sponsors whose audiences align with the rodeo, race meet, and Crooked River Roundup mission.
- Support board-led outreach to major regional and national sponsors through research, meeting preparation, proposals, records, and follow-up.
- Use board-approved sponsorship packages, pricing, benefits, and proposal templates.
- Prepare standard sponsorship proposals, presentations, letters, agreements, and related materials.
- Schedule and participate in meetings with current and prospective sponsors. Board members or authorized officers will lead negotiations for customized, high-value, or multi-year agreements.
- Maintain accurate records of sponsors, prospects, contacts, proposals, agreements, invoices, payments, in-kind commitments, and renewal dates.
- Coordinate sponsor recognition and benefits, including signage, advertising, announcements, tickets, hospitality, digital promotion, and approved event participation.
- Work with committee chairs and volunteers to confirm that sponsor commitments are delivered accurately and on time.
- Maintain regular sponsor communications before and after the event season.
- Prepare post-event sponsor reports documenting agreed benefits, audience information when available, and community impact.
- Provide regular progress reports to the board-designated supervisor and Board of Directors.
- Track sponsorship revenue and expenses in coordination with the Treasurer or designated financial representative.
- Represent the Crooked River Roundup at assigned business, civic, agricultural, tourism, and community functions.

- Assist the board or an outside consultant with factual information and records for eligible grant applications or reports when requested.

Board and Organizational Coordination

- Serve as the primary staff contact for assigned board, committee, sponsor, vendor, and volunteer communications.
- Attend board and committee meetings as requested and provide concise reports on sponsorship and assigned event activities.
- Help prepare agendas, reports, planning calendars, and follow-up lists.
- Maintain a master calendar of assigned deadlines, deliverables, meetings, and event milestones.
- Track the status of contracts, permits, certificates, and other requirements while preserving accountability with the board member, committee chair, contractor, or licensed professional responsible for each item.
- Support board members and committee chairs without replacing their governance, operational, or volunteer leadership roles.
- Recommend practical improvements to sponsorship administration, communications, and assigned event processes.
- Operate within board-approved budgets and delegated authority. Obtain approval before making commitments outside that authority.

Event Coordination

- Support the Rodeo Chair and Race Chair in maintaining event work plans, timelines, assignments, and status reports.
- Coordinate assigned communications with vendors, contractors, volunteers, sponsors, facility representatives, and community partners.
- Coordinate assigned sponsor, hospitality, volunteer, vendor, ticketing, parking, concession, or guest-service workstreams as directed by the appropriate committee chair.
- Recruit, schedule, and communicate with volunteers for assigned functions based on needs established by committee chairs.
- Collect and organize required documents from the individuals responsible for contracts, permits, insurance, safety, and regulatory requirements.
- Coordinate sponsor recognition, signage, tickets, hospitality, and on-site benefits for both events.
- Provide on-site leadership for sponsorship services, hospitality, volunteers, and other assigned operational areas.
- Refer competition, wagering, veterinary, regulatory, security, safety, and emergency-response decisions to the authorized event chair, official, contractor, or agency representative.
- Participate in post-event evaluations and document lessons learned, unresolved items, and recommended procedural improvements.
- Other duties as assigned.

Measures of Success

- Timely execution of the board-approved sponsorship work plan.
- Consistent sponsor outreach, renewal activity, and qualified prospect development.
- Accurate sponsor, proposal, agreement, invoice, payment, and benefit records.
- Professional and timely fulfillment of sponsor benefits.
- Responsive communication with sponsors, board members, committees, volunteers, vendors, and community partners.
- Completion of assigned event milestones within approved schedules and budgets.
- Accurate planning calendars, reports, action lists, and follow-up records.
- Effective performance of assigned event-day functions.
- Adherence to board-approved policies, budgets, and delegated authority.

Required Qualifications

- Demonstrated ability to build professional relationships and ask for financial or in-kind commitments.
- Strong written, verbal, presentation, and relationship-management skills for work with sponsors, volunteers, officials, regulators, contractors, and community members.
- Sound organizational, time-management, and project-coordination abilities.
- Ability to manage multiple priorities, maintain accurate records, follow through on commitments, and meet deadlines.
- Ability to work independently within board-approved plans, budgets, policies, and decision authority.
- Experience preparing proposals, sponsorship materials, agreements, budgets, or performance reports.
- Proficiency with Google Workspace, email, office software, shared files, contact databases, and online communication tools.

Preferred Qualifications

- At least three years of relevant experience in sponsorship sales, fundraising, business development, event or project coordination, or a related field. Equivalent experience and education will be considered.
- Knowledge of the Central Oregon business, agricultural, equine, or tourism community.
- Experience with professional rodeos, pari-mutuel horse racing, fairs, festivals, or comparable public events.
- Experience working with a nonprofit board or volunteer-led organization.
- Experience using donor, sponsorship, customer-relationship, or event-management software.
- Knowledge of rodeo, horse racing, agriculture, or Western heritage.

Working Conditions

The position works frequently with the public and around horses, livestock, dust, noise, crowds, changing weather, and uneven outdoor surfaces. Evening, weekend, and extended hours are required around events. Schedules will be adjusted or compensated in accordance with applicable law and organization policy.

Ability to travel to client locations. The job may require extended standing or walking and lifting or moving materials weighing up to 40 pounds. Approved business expenses will be reimbursed under organization policy. Reasonable accommodations will be provided as required by law.

Compensation and Benefits

The salary is \$65,000 plus 5% bonus on new sponsorships. No employer-sponsored medical or insurance benefits are provided. Two weeks paid time off.

Equal Employment Opportunity

The Crooked River Roundup provides equal employment opportunity, prohibits unlawful discrimination, and provides reasonable accommodations as required by law.

How to Apply

Email a cover letter and resume on or before October 16, 2026, to **Laura McDaniel**, CRR President, lauramcdaniel@crookedriverroundup.com, and **Jeff Papke**, CRR VP, jeffpapke@crookedriverroundup.com.