Employment Opportunity:

Sponsorship & Marketing Coordinator

The Red River Exhibition Association is searching for a passionate sponsorship and marketing coordinator to join our team. This individual will play a vital role in contributing to our Association's objective to deliver memorable, year-round events and experiences, making a significant impact on Manitoba's tourism, entertainment and agricultural industries, and helping to promote local talent and business. You'll help shape some of Manitoba's most beloved events while gaining valuable experience in sponsorship and knowledge in event planning. This is more than a job, it's a chance to be part of a legacy.

Working full-time from our office on Portage Avenue west of the Perimeter Highway, you will own the sponsorship process and help with a wide range of marketing initiatives for annual events including The EX, Witchy Wonderland, Winter Wonderland, Manitoba Harness Racing, John Blumberg Sports Park and dozens of other third-party events held throughout the year. Working at Exhibition Park means being part of a passionate organization that brings people together and contributes meaningfully to the community. These events attract approximately 400,000 annual park visitors, support local economic development, foster community connections, and offer experiences that celebrate Manitoba, connecting people from all walks of life.

Position Summary

As our sponsorship and marketing coordinator, you will be responsible for securing, managing, and delivering sponsorships for all Exhibition Park events, and assisting with creation and planning of marketing materials. This position supports the full sponsorship lifecycle—from prospecting and proposal development to fulfillment and post-event reporting—ensuring sponsors receive exceptional value and that partnerships contribute meaningfully to event revenue and attendee experience. You will not only manage the entire sponsorship process; you will also be hands-on in creation of materials that support sponsorship success. Key responsibilities include:

Sponsorship Development

- Strengthen relationships with current sponsors across all events
- Identify and pursue new sponsorship opportunities that align with event goals and values
- Research prospects and tailor sponsorship proposals to meet potential partner needs
- Create customized sales packages and professional presentations
- Develop and coordinate annual sponsorship drives for each event
- Research and complete corporate grant applications

Sponsorship Activation & Fulfillment

- Coordinate delivery of all sponsor benefits including signage, advertising, tickets, digital recognition, and promotional mentions; designing, printing and writing materials as necessary.

- Distribute sponsorship benefit packages (passes, invitations, welcome materials) and ensure fulfillment of contractual obligations.
- Serve as the liaison between sponsors and Exhibition Park to ensure expectations are met.

Sponsorship Administration & Reporting

- Ensure all contracts are signed and filed with accurate information
- Process invoices, payments and monitor receivables
- Track deliverables and monitor, compile, and organize advertisement needs: logos, banners, website features, social mentions, etc.
- Deliver post-event recognition materials such as thank-you notes, certificates, and event photos, etc., and develop post-event return on investment (ROI) summaries

Marketing

- Design and write captivating and error-free copy for marketing materials such as event signage, social media content, advertisements and other assignments in alignment with brand voice.
- Monitor and reply to social media comments and messages and interact with other accounts.
- Coordinate other tasks across multi-disciplinary teams as needed.
- Capture event activities through photography and videography and catalogue the files.

Key Skills and Attributes for Success

To be successful in this role, the ideal candidate has a clear understanding of the full sponsorship process and will bring a mix of strength in relationship-building, professionalism, organization, communication, creativity and:

- Exceptional and proactive communication skills (verbal and written), including comfort with presentations and persuasive proposals
- Be relationship-focused with the ability to build strong, lasting partnerships with sponsors, volunteers, and internal teams
- Have an event-focused mindset, ability to think creatively and strategically about how sponsors can be meaningfully integrated into event experiences
- Be detail-oriented, skilled in tracking fulfillment, and organizing deliverables
- Self-motivated, able to manage time, priorities, and tasks independently while meeting deadlines
- Strong writing and editing skills, proficient in Microsoft Office, comfort with graphic design or content creation tools (e.g., Canva, Adobe Creative Suite) and comfortable learning new CRM tools
- High attention to detail with the ability to complete tasks within assigned deadlines.

Qualifications

- At least 1-4 years' experience in sponsorships, marketing, sales, or related field.
- Degree or diploma from a recognized institution in marketing, creative communications, or a related discipline.
- Strong communication and relationship-building skills, and comfort with outreach, negotiation, and presenting to potential partners.

- Proficiency with Microsoft Office, the Adobe Creative Suite (InDesign, Photoshop, Illustrator). Knowledge of WordPress is an asset.
- Excellent organizational skills with the ability to manage multiple projects simultaneously.
- Experience in public event marketing, festivals, tourism, or entertainment and understanding of marketing campaign timing is an asset.
- Ability to work evenings/weekends during event periods.
- Must have superior English communication skills and access to a reliable vehicle.

As the chosen candidate, you will work a regular Monday – Friday schedule, and you must also be available to work major events, some of which occur on weekends. During The EX in June, all staff are required to have full availability on-site as it is our largest event of the year. We encourage a flexible schedule for the remainder of the year to allow employees to use any banked overtime as well as any allotted vacation time. You'll also enjoy a generous benefits package, hard-working co-workers, and a fun workplace environment.

Job Type: Full-time, Permanent

Pay: $40,000.00 per year
The Red River Exhibition Association offers a competitive salary and benefits package for employees. Benefits include health, dental, life insurance, short and long-term disability, vacation and matching RSP plan.

To apply for this position, please send your resume with a cover letter clearly indicating your suitability for this role, to tara@redriverex.com by 4:30 pm on Friday, January 30, 2026.