



Virginia-Maryland Triathlon Series Sponsorship Sales

The Virginia-Maryland Triathlon Series is looking for a motivated and experienced sponsorship sales professional to join our team. We are a dynamic company that produces 30 races and serves 15,000 athletes a year in several major Mid-Atlantic markets. Qualified candidates will have a documented track record of success in sponsorship sales, an extensive network, a passion for people and triathlons, and the ability to work independently from home. We are looking for someone to join our team of talented and motivated people that will fit well within our family. Being able to travel to events and activate portions of the sponsorship will be required, so living in Virginia/Maryland is preferred.

All interested candidates should email their resume to Greg Hawkins at greg.hawkins@vtsmts.com along with a paragraph outlining why you are interested in the position, why we should consider you, and a few examples of your demonstrated success in sponsorship sales. While not required for the first round of phone interviews, references and proof of success will be required for anyone seriously considered for the position. Prior to emailing with questions or with a resume, please review a list of FAQ's relating to this position on the next page.



Virginia-Maryland Triathlon Series Sponsorship Sales FAQ

Thank you for your interest in the Virginia-Maryland Triathlon Series Sponsorship Sales Position. Below you will find answers to the most commonly asked questions about the position. Please read through the information below. If you feel like you would be a good fit and you have additional questions, please email greg.hawkins@vtsmts.com with your resume along with a paragraph outlining why you are interested in the position, why we should consider you, and a few examples of your demonstrated success in sponsorship sales.

1. **What is the compensation and how is it determined?** Compensation for this position is commission based with milestones and bonuses. A monthly retainer is provided as activity reports are reviewed, the retainer will be deducted from future commission payments. Similar positions in comparable companies have exceeded six figures in annual sponsorship sales.
2. **What is the time commitment involved?** This position will not be micromanaged, so the time commitment is up to you. However, we expect this position to produce. The more time and effort you put in, the greater your compensation will be.
3. **How are leads generated?** Leads come in via several avenues. Oftentimes we get emails through our website or an athlete with a company or service reaches out. Several times a year we promote sponsorships via email and Facebook. However, we expect the majority of sales to come from the networking and outreach that you perform to local and regional businesses.
4. **Help Get Sponsors:** We work with HelpGetSponsors proprietary software to efficiently generate accurate and clean sponsorship proposals, contracts and activation sheets. It also provides 100% transparency on how many leads are being generated.
5. **How are sponsorships activated?** Activation is dependent on the extent of the sponsorship sold and the details that need to be attended to on race weekend. We take a team approach to activating sponsorships to ensure that we exceed sponsor and athlete expectations. Inclusion of logos and content in emails, athlete guides, vtsmts.com and on Facebook will be taken care of by our Operations Director.
6. **Is training provided for this position?** No. After a day or two getting familiar with the races and the inventory we have to offer, candidates are expected to be able to hit the ground running, know what to do, and have the motivation to accomplish it.



7. **What qualifications/requirements are you looking for?** The ideal candidate will have a background in sales and marketing, and preferably have a background in sports marketing. Outstanding written and oral communication skills are a must. Being local to the area is a definite plus as is being a triathlete. This person must be people and results oriented. It's great to network with folks all day long, but at some point you must be able to close the deal and bring additional value to the athletes that race with the Virginia-Maryland Triathlon Series.