

1121 Zeandale Road
Manhattan, KS 66502
785-443-1569
thegranddrives.com



The Grand Drives, LLC
Christian Calliham
Founder & Executive Director
christianc@thegranddrives.com

The Grand Drives, LLC - Sponsorship Manager

Position: Sponsorship Manager, Campustown Showdown

Reports To: Executive Director

Location: Remote/Ames, IA

Job Type: Part-Time/Contract (on a needs basis, primarily September - May)

Rate: \$10-\$15/Hourly + Commission

Application Review Begins: Wednesday, October 29 – Open until filled

About The Grand Drives, LLC

The Grand Drives, LLC is redefining livestock shows by bringing the excitement of cattle competitions to the heart of entertainment districts—creating a one-of-a-kind experience for both exhibitors and the public. Each event begins at a local livestock venue, where exhibitors compete to showcase their market prospect cattle or breeding heifers. Finalists then advance to the vibrant streets of the entertainment and business district, where prestigious judges select the Grand and Reserve Champions for both market and breeding divisions.

In these dynamic city settings, exhibitors compete for cash prizes while the public enjoys an array of attractions, including live music, fashion shows, shopping, and a unique, behind-the-scenes look at the cattle industry.

The idea for our signature event, the Aggieville Showdown, was born from a shared passion for agricultural education among close friends. Launched in April 2021, the event celebrates the American beef industry and fosters a deeper understanding of the producer-to-consumer journey. In 2023, The Grand Drives, LLC was established to expand the Aggieville Showdown's innovative concept into new cities—with our first sister event, the Campustown Showdown, debuting in 2025.

Building on the success of the Aggieville Showdown and Campustown Showdown, we're excited to continue expanding The Grand Drives brand into new cities—creating more opportunities to unite students, exhibitors, businesses, and the public in celebrating the future of American agriculture.

Position Summary

The **Sponsorship Manager** leads sponsorship sales and relationship management for the **Campustown Showdown**. This role focuses on building partnerships, securing financial and in-kind support, and ensuring sponsors receive exceptional service and value. You'll manage outreach, negotiation, contracts, and follow-up—working closely with the Executive Director and Marketing Manager to coordinate deliverables while keeping your primary focus on sponsor development and stewardship.

Key Responsibilities

Sales & Development

- Build and execute a sponsorship sales plan aligned with event revenue goals.
- Identify, research, and contact potential sponsors—local, regional, and national.
- Develop tailored proposals and pitch presentations that match sponsor objectives.
- Negotiate terms and finalize agreements with professionalism and accuracy.

Relationship Management

- Serve as the main point of contact for all Campustown Showdown sponsors.
- Provide timely communication and updates throughout the partnership cycle.
- Coordinate sponsor benefits (signage, booths, VIP access, mentions) in collaboration with the Marketing Manager and event team.
- Ensure sponsor satisfaction through proactive problem-solving and personal engagement.

Fulfillment & Reporting

- Track deliverables and deadlines to ensure all sponsor commitments are met.
- Work with internal teams to confirm sponsor branding and on-site visibility.
- Conduct post-event evaluations and create sponsor recap reports for renewals.

Collaboration & On-Site Support

- Attend weekly virtual staff meetings and provide sponsorship status updates.
- Assist on-site during event week (**Thursday evening – Sunday noon**) to welcome sponsors, manage activations, and oversee VIP experiences.

Qualifications

- High school diploma required; preference for a college graduate or upper-division student in marketing, ag communications, business, or related field.
- Prior experience in sponsorship sales, fundraising, business development, or account management preferred.

- Excellent interpersonal, communication, and negotiation skills.
- Highly organized, self-motivated, and results-driven.
- Knowledge of the agriculture or livestock industry is a plus.
- Must have reliable internet access and a personal computer.
- Ability to be on-site in **Ames, IA** for event weekend.

Equal Opportunity Statement

The Grand Drives, LLC is an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to age, race, color, religion, sex, gender identity, sexual orientation, national origin, disability status, protected veteran status, or any other characteristic protected by law.

Apply

Email your **resume** to **christianc@thegranddrives.com** with the subject line **“Sponsorship Manager – Campustown Showdown.”** First review begins **Wednesday, October 29**, open until filled.