Sponsorship Coordinator

Fergus Agricultural Society

The Fergus Agricultural Society is a volunteer-driven, non-profit organization dedicated to promoting agriculture, celebrating rural traditions, recognizing talent, and strengthening community connections. Through events such as the Fergus Fall Fair, Breakfast on the Farm, and ExploreAg, the Society brings together individuals, families, businesses, and agricultural organizations to celebrate the importance of agriculture and rural life.

We are seeking a motivated, outgoing, and results-driven Sponsorship Coordinator to help grow our sponsorship program, build meaningful community partnerships, and secure financial and in-kind support for our events and initiatives.

Key Responsibilities

The Sponsorship Coordinator will be responsible for implementing the Society's approved sponsorship plan, securing financial and in-kind contributions, maintaining positive sponsor relationships, and ensuring sponsorship commitments are fulfilled across all Society events.

Sponsorship Development & Revenue Growth

- Identify and actively pursue prospective sponsors, including businesses, agricultural organizations, corporations, and community partners.
- Recruit new sponsors and strengthen existing partnerships, prioritizing sponsorships of $500 or more and increasing contributions from first-time sponsors.
- Achieve a minimum 10% increase in monetary sponsorship revenue over the past year through new partnerships, increased contributions, and major sponsorship agreements.
- Develop and present professional sponsorship packages and tailored proposals aligned with recognition levels approved by the Executive and Board of Directors.
- Secure monetary and in-kind sponsorships for specific Fergus Fall Fair classes, divisions, and operations, as well as general sponsorships supporting broader Society priorities.

Sponsor Relationships & Fulfillment

- Build and maintain professional relationships with new and returning sponsors, serving as the primary contact for sponsorship communications.
- Proactively engage sponsors to secure commitments, encourage renewals, and identify opportunities for continued partnerships.
- Coordinate the fulfillment of agreed-upon sponsorship benefits and recognition.
- Collaborate respectfully and professionally with Committee Chairs and event organizers to identify sponsorship needs and ensure commitments are fulfilled accurately and on time.

- Provide timely sponsorship information to the Marketing and Communications Coordinator and Fair Book personnel.
- Coordinate sponsor recognition and engagement opportunities at Society events, including the Fergus Fall Fair.

Sponsorship Administration & Financial Coordination

- Maintain an organized sponsorship tracking system documenting prospects, confirmed commitments, agreements, contributions, recognition requirements, and deadlines.
- Manage the designated Sponsorship Google email account, Google Drive folders, and digital assets.
- Prepare and distribute sponsorship invoices outlining commitments, amounts owing, payment deadlines, and clear payment instructions.
- Provide the Society's Treasurer with accurate sponsorship records and invoices to support financial tracking, reconciliation, and recordkeeping.
- Collaborate with the Treasurer to monitor payments, follow up on outstanding invoices, and ensure timely collection of sponsorship funds.

Reporting & Organizational Collaboration

- Prepare and present monthly sponsorship reports to the Board of Directors, outlining confirmed sponsorships, prospective opportunities, revenue progress, fulfillment activities, and recommendations.
- Monitor progress toward established sponsorship targets and recommend strategies to strengthen recruitment, retention, and revenue generation.
- Maintain organized sponsorship timelines and attend Society meetings and events as required and agreed upon within the contract.

Qualifications and Experience

We welcome applications from individuals with relevant professional experience, demonstrated relationship-building abilities, and a strong interest in community events and agricultural organizations.

Preferred Qualifications

- One to three years of experience in sponsorship, fundraising, sales, business development, or stakeholder relations.
- Post-secondary education in Business, Marketing, Communications, Public Relations, or a related field is an asset.
- Proven ability to identify sponsors, develop proposals, and secure monetary or in-kind contributions.
- Experience developing sponsorship packages, partnership proposals, and promotional materials.
- Strong written, verbal, and interpersonal communication skills, with confidence in

approaching businesses and presenting opportunities.
- Ability to build and maintain sponsor relationships, follow up on prospects, and secure commitments.
- Strong organizational skills, including tracking commitments, coordinating deliverables, and meeting deadlines.
- Proficiency in Google Workspace, Microsoft Office, or similar administrative tools.
- Experience with non-profit organizations, agricultural societies, community events, or volunteer-led organizations is an asset.

Intellectual Property Disclaimer

All sponsorship packages, proposals, contact records, agreements, reports, and other materials developed specifically for the Society—whether independently or in collaboration with others—will be the property of the Fergus Agricultural Society. These materials may not be used, reproduced, or distributed for personal or external purposes without explicit written permission from the Board of Directors.

Position Details

- **Contract Term:** January–November 30 2027.
- **Contract Type:** Independent contractor agreement.
- **Compensation:** Up to $8,500 for the full contract term.
- **Payment:** The contractor will submit monthly invoices for work completed, with total payments not exceeding the approved contract amount.
- **Work Arrangement:** Primarily remote, with in-person attendance required for selected meetings, sponsorship activities, and Society events.
- **Fair Weekend:** Availability during September 17–19, 2027, will be required to support sponsorship recognition and fulfillment.
- **Reporting Relationship:** The Coordinator will work with a designated Executive liaison and collaborate with the Board of Directors, Treasurer, and relevant Committee Chairs.

To apply, please send your resume and cover letter to vp1@fergusagsociety.ca by Wednesday, December 9, 2026.