Transylvania University 250th Anniversary Comprehensive Plan

Transylvania University

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Executive Summary

Transylvania University's 250th anniversary is a big milestone and a great opportunity to celebrate its history while also bringing people together. This plan focuses on creating a multi-event concert series that highlights the anniversary and increases engagement with students, alumni, and the Lexington community.

The concert series will include performances from student groups, alumni, and local artists, with most events taking place on campus. This allows Transy to promote itself through real experiences instead of just advertising, giving people a chance to connect with the campus and the community in a more meaningful way. The project is built around an entrepreneurial approach, meaning it focuses on being creative, different, and engaging.

The main goals are to reach at least 1,000 total attendees, have at least 30% alumni participation, and increase overall alumni engagement. Success will be measured using things like attendance, social media engagement, and post-event surveys, along with a balanced scorecard to track overall performance.

The plan also includes a clear action plan with timelines, responsibilities, and resources needed to make the project happen. A $25,000 budget is spread across key areas like venues, performers, marketing, and logistics. It also includes an organizational structure, job descriptions, and contingency plans to handle potential challenges.

Overall, the Transy 250 Concert Series is a realistic and strong idea that fits with the university's mission. If it is planned and executed well, it can increase engagement, strengthen connections with the community, and become one of the most memorable parts of Transylvania University's 250th anniversary.

Introduction & Project Scope

Transylvania University's 250th anniversary is an important milestone and a great opportunity to celebrate its history while also bringing people together. Founded in 1780, Transy is one of the oldest universities in the United States and has been a key part of the Lexington community for many years. Over time, the university has grown while maintaining its traditions, with landmarks like Old Morrison and newer facilities like the Beck Center helping shape its identity.

The focus of this project is to plan and execute a multi-event concert series that highlights the 250th anniversary while increasing engagement with students, alumni, and the Lexington community. Instead of a one-time event, the series allows the celebration to stay visible over time and gives more people the chance to be involved. Events will feature student performers, alumni, and local artists, with most taking place on campus to create a strong connection to the university.

The main objectives are to increase alumni engagement, strengthen community relationships, promote school pride, and keep the anniversary in the spotlight. Key deliverables include a finalized event plan, confirmed venues and performers, a marketing campaign, and successful execution of the series. Major milestones include budget approval, finalizing schedules, launching marketing, and hosting the events.

There are also some important constraints, including a $25,000 budget, limited venue capacity, scheduling challenges, and the risk of weather for outdoor events. Overall, the goal of this project is to create a well-organized concert series that brings people together and makes the 250th anniversary a memorable and meaningful experience.

Organizational Background & Strategic Context

Transylvania University's mission is:

"Transylvania University prepares its students for a humane and fulfilling personal and public life by cultivating independent thinking, open-mindedness, creative expression and commitment to lifelong learning and social responsibility in a diverse world."

This project directly supports that mission by encouraging creativity through music, bringing people together, and creating shared experiences for students, alumni, and the Lexington community.

From a strategic perspective, Transy operates across corporate, business, and functional levels. At the corporate level, it focuses on its identity as a historic liberal arts institution. At the business level, it differentiates itself through small class sizes and strong relationships. Functional strategies like marketing and student life programming help support these goals.

While the university typically uses a mix of market and performance orientations, this project is best supported by an entrepreneurial approach. This allows the university to be more creative and take advantage of the opportunity to do something unique for the 250th anniversary.

Environment & Competitive Analysis

The event and entertainment industry in Lexington is very active, with venues like Rupp Arena and The Burl regularly hosting events. This shows there is strong demand for live entertainment. At the same time, there is competition from University of Kentucky athletics and events like Keeneland races, which draw large crowds.

Even with this competition, Transy has clear advantages. Its 250-year history, strong alumni network, and close-knit campus community allow it to offer a more personal and meaningful experience. Instead of competing on size, the concert series focuses on connection and shared experiences.

There are also key constraints, including budget limits, smaller venue capacities, and weather risks. These challenges make planning and flexibility especially important for the success of the project.

Project Objectives & SMART Goal

The main objectives of the concert series are to increase alumni engagement, strengthen connections with the Lexington community, promote school pride, and keep the 250th anniversary visible throughout the series.

SMART goal for the project

Specific: Leverage the 250th anniversary concert series to deepen alumni engagement and strengthen the Transy community through high-attendance, relationship-centered events.

Measurable Achieve: 1,000+ total attendees across the concert series At least 30% alumni attendance 20% increase in alumni event participation compared to the previous year. 85%+ attendee satisfaction (via post-event survey)

Achievable: Is this realistic? Yes, Transy's strong alumni loyalty, existing culture of mentorship and engagement, Lexington's active live music scene and accessible venues

Relevant: This goal reinforces Transy's core competitive advantage: Strengthening alumni-student connections, Building community through shared experiences, and Enhancing long-term alumni engagement and institutional success

Time-Bound: To be completed during the 250th anniversary celebration period that falls within the 2029–2030 academic year.

Financial Performance & KPIs

To measure success, the project uses key performance indicators such as attendance, social media engagement, alumni participation rates, and post-event satisfaction. These metrics help track both interest in the event and overall success.

Leading indicators like social media engagement and event registrations help predict turnout and allow adjustments before events take place. Lagging indicators like attendance numbers and survey results show how successful each event actually was.

A balanced scorecard approach is also used to evaluate performance across different areas. Financial metrics focus on staying within budget and managing cost per attendee. Customer metrics focus on engagement, alumni participation, and satisfaction. Internal process metrics evaluate how well events are planned and executed. Learning and growth metrics focus on student involvement and community partnerships.

Additional data will be collected using QR code check-ins, surveys, and digital analytics tools.

See Appendix A for the balanced scorecard

Implementation Plan

To achieve the goals of the Transy 250 Concert Series, the project will follow a clear and structured implementation process that moves from planning to execution and evaluation. Because this is a multi-event series, each step must be completed in order and stay aligned with the overall SMART goal of increasing attendance and alumni engagement.

The process begins with finalizing the concert series plan and securing venues such as on-campus locations and select community spaces. Once venues are confirmed, performers including students, alumni, and local artists will be secured, which is a key factor in driving attendance and engagement.

Next, the focus shifts to logistics and production, including securing equipment, coordinating setup, and preparing for event-day operations. At the same time, a marketing strategy will be developed and launched, using social media, email outreach, and campus promotion to build awareness and track engagement through registrations and online activity.

During the concert series, events will be executed and monitored using attendance tracking, timeline accuracy, and real-time coordination across departments such as Student Life, Marketing, and Facilities. After each event, data will be collected through QR check-ins and post-event surveys to measure attendance, alumni participation, and overall satisfaction.

Overall, this implementation plan ensures that each phase of the project is organized, measurable, and aligned with the overall objectives. A full breakdown of all action steps, timelines, responsibilities, costs, and evaluation methods is provided in *Appendix B (Action Plan Table).*

Resources & Budget

Executing the Transy 250 Concert Series requires a combination of financial, human, technological, and physical resources. Each of these plays an important role in making sure the events are well-organized, properly promoted, and able to meet the project's goals for attendance and alumni engagement.

From a financial standpoint, the project operates under a total budget of $25,000, which is distributed across key areas such as venue reservations, performer costs, marketing efforts, logistics, and event execution. A large portion of the budget is dedicated to securing performers and venues, as these are the most important factors in attracting attendees and creating a strong overall experience. Additional funds are allocated to marketing in order to increase visibility and drive attendance, as well as to logistics and operations to ensure that each event runs smoothly.

In terms of human resources, the project relies on multiple university departments, including Student Life, Marketing and Communications, Alumni Relations, Facilities, and Campus Safety. These groups work together to handle planning, promotion, logistics, and execution. Student involvement also plays a key role, especially in event support and coordination, which connects back to the university's focus on engagement and experiential learning.

Technological resources are also important for both promotion and evaluation. Social media platforms, email marketing systems, and digital advertising tools are used to promote the concert series and reach target audiences. In addition, QR code check-ins and post-event surveys are used to track attendance, measure alumni participation, and evaluate overall satisfaction. These tools allow the project team to monitor progress toward the SMART goals in real time.

Physical resources include campus venues, staging areas, and equipment needed to host the events. While Transy already has access to some facilities and equipment, additional resources such as audio/visual support and staging may be required to ensure each event meets quality expectations.

A detailed breakdown of how the $25,000 budget is allocated across each implementation activity, including specific costs and resource use, is provided in *Appendix C (Detailed Budget Breakdown).*

Social Responsibility

The Transy 250 Concert Series not only serves as a celebration of the university's milestone anniversary but also supports Transylvania University's broader commitment to social responsibility. By bringing together different groups and creating shared experiences, the project contributes to both the campus environment and the Lexington community.

Strengthens community engagement:
The Transy 250 Concert Series would bring together students, alumni, faculty, and members of the Lexington community in a shared celebration. By hosting an event that is not limited strictly to campus but instead encourages broader participation, Transy demonstrates its role as an engaged community partner rather than an isolated institution. This helps strengthen relationships between the university and the surrounding community.

Promotes inclusivity and belonging:
Hosting a large campus event gives students a shared experience that helps build connection and school pride. Events like this can help students feel more connected to the university and each other, which supports Transy's responsibility to foster a positive and supportive campus environment. Creating opportunities for shared experiences is an important part of building an inclusive campus culture.

Supports the local economy:
A major anniversary event would likely bring alumni and visitors back to campus, which could benefit local restaurants, hotels, and other Lexington businesses. By attracting visitors and encouraging local spending, the concert allows Transy to contribute economically to the community that supports it.

Enhances Transy's public image and community impact:
Successfully hosting a large anniversary event shows that Transy is committed to being an active and positive presence in Lexington. It demonstrates organizational responsibility, strong planning, and community involvement, which helps strengthen the university's reputation.

Celebrates institutional history responsibly:
Recognizing the university's 250-year history shows respect for the institution's legacy

while also creating opportunities to engage the current student body. This balance between honoring tradition and investing in current student experience reflects Transy's long-term commitment to its mission and values.

Encourages alumni engagement and long-term relationships:
Bringing alumni back for a milestone celebration strengthens their connection to the university and can increase long-term involvement, whether through mentorship, networking, or future support. Maintaining strong alumni relationships is part of a university's broader social responsibility because it helps sustain the institution and its opportunities for future students.

Organizational Structure

The Transy 250 Concert Series requires a clear organizational structure to ensure all aspects of the project are well-coordinated and aligned with its goals. Because this is a multi-event initiative, defined roles and strong communication across teams are essential for successful execution.

The project is led by the Project Director, who oversees planning, budgeting, and overall coordination, with support from the Assistant Project Manager, who manages day-to-day operations and tracks progress.

Several core functional teams support execution. The Programming and Artist Relations team manages performer selection and coordination, while the Production and Operations team handles technical setup and event logistics. The Marketing and Communications team leads promotion and outreach, and the Development and Sponsorship team focuses on partnerships and funding. The Finance and Administration team manages budgeting and documentation, and the Audience Experience team ensures a positive experience for attendees.

Additional support is provided by departments such as Campus Safety, Facilities, IT, and Legal to ensure events are safe, compliant, and properly supported.

To strengthen execution, new roles such as the Concert Series Director, Alumni and Community Engagement Manager, and Operations and Marketing leads are introduced, each with responsibilities tied to attendance, engagement, and overall event success.

See *Appendix D for the* complete organizational chart and detailed job descriptions, outlining roles and responsibilities.

Contingency Plan

Low Attendance or Low Alumni Participation:

- Additional targeted marketing will be implemented between events
- Increased social media promotion
- Direct outreach through alumni email lists
- Collaboration with student organizations.

Weather Disruptions:

- Backup indoor locations such as the Beck Center
- Updates will be communicated quickly through email, texts, social media, and campus announcements

Operational or Technical Issues:

- Problems occur with sound equipment, staffing, or event setup
    - backup equipment and additional staff support
    - Event coordinator

Venue or Scheduling Conflicts:

- If a venue becomes unavailable
    - Alternative on-campus locations will be identified ahead of time.

Budget Constraints:

- Costs begin to exceed expectations, adjustments will be made by reducing non-essential expenses such as promotional materials or scaling back certain event elements.
- Ongoing budget tracking will allow the team to make these adjustments early rather than after problems arise.

Recommendations & Conclusion

Research and Planning

To improve planning, student and alumni interest surveys should be conducted before selecting performers to ensure strong attendance and engagement. Past event data should also be used to estimate turnout more accurately, and artist selection should be aligned with the available budget.

Financial

Sponsorships and alumni donations can help offset major costs, while tiered ticket pricing can balance accessibility with cost recovery. Maintaining a clear and realistic budget is important for keeping the project financially feasible.

Marketing

Marketing should begin early and use campus email, social media, and alumni networks to build awareness. Emphasizing the significance of the 250th anniversary and connecting the concert series to other Transy events can help increase interest and engagement.

Operations

Selecting the right venue, coordinating with campus safety, and preparing contingency plans (such as weather backups) are all critical to ensuring the event runs smoothly.

Community and Impact

Encouraging alumni participation and positioning the concert as a signature Transy 250 event can strengthen school pride and build stronger connections with the Lexington community.

Conclusion

The Transy 250 Concert Series has strong potential to increase student engagement and celebrate the university's historic milestone. The project is most viable when decisions are based on real demand data, and its success will depend on choosing the right

performers, managing costs effectively, and executing strong marketing. If done well, the concert series can become a defining part of the Transy 250 celebration while strengthening institutional pride and community connection.

Appendix A

Balanced Scorecard

Financial

Financial performance focuses on whether the concert series is executed responsibly within the approved budget and whether it creates additional financial value for the university.

Metrics

1. Total Cost vs Budget
2. Alumni donations during the anniversary concert series campaign window
3. Cost per attendee (total cost divided by total attendance)

Methods

1. A detailed line-item budget spreadsheet will be updated in real time throughout planning and execution, with a final variance analysis conducted after the series to identify overall spending accuracy and category-specific overages or savings.
2. Alumni donations will be tracked from the first concert through until two weeks after the final event. All donations during this period will be labeled under the 250th Anniversary Concert Series.
3. Cost per attendee will be calculated by dividing the total cost of the series by total attendance across all concerts. Attendance will be recorded through QR check-ins at each event (similar to Transy Athletic Events).

Customer

Customer performance reflects how students, alumni, and community members experience and will respond to the concert series. Transy wants to strengthen engagement and keep the 250th anniversary in the spotlight; perception from the customers is crucial to success.

Metrics

1. Social Media Engagement
2. Alumni Participation Rate

3. Repeat Attendance Rate
4. Post-Concert Survey

Methods

1. Social media engagement will measure how effectively the concert series keeps the 250th anniversary visible and relevant online. Engagement data, such as likes, shares, and comments, will be tracked through platform analytics before, during, and after each concert to see visibility and digital engagement.
2. Alumni participation rate will measure the percentage of total attendees who are alumni, reflecting how well the series reconnects former students. At check-in, attendees will select their affiliation: student, alumni, faculty, or community. Alumni attendance will be divided by total attendance to show the participation rate.
3. Repeat attendance rate will measure how many individuals attend more than one concert in the series, which will indicate interest growing over time rather than one-time turnout. The QR check-ins can be tied to email or name and will allow the ability to track returning attendees across multiple events.
4. The post-concert survey will measure overall satisfaction and attendees' perception of the event experience. A short QR-linked survey distributed immediately after each concert will collect ratings on satisfaction, likelihood to attend another event, and perception of Transy's connection to Lexington, with results averaged and compared across venues.

Internal Process

The internal process perspective is important because the success of the 250th Anniversary Concert Series depends not only on attendance and engagement but on how effectively the university plans and executes each event. This perspective relates to the project because an entrepreneurial concert series can only succeed if the planning process, venue coordination, and event-day operations are managed efficiently and consistently across all concerts.

Metrics

1. Milestone Competitions

2. Event Timeline Accuracy
3. Marketing Timeline

Methods

1. Milestone completion tracking will measure whether key planning deadlines, such as venue booking, artist confirmations, and marketing launches, are met.
2. Event timeline accuracy will measure how closely each concert follows its planned schedule, including setup, performance start time, intermissions, and event conclusion. A detailed document will be created for each venue, and a designated event coordinator will record actual timestamps throughout the event to keep track of timeline accuracy.
3. The marketing timeline will measure whether promotional materials and communications are released according to the planned schedule leading up to each concert. A marketing calendar will outline deadlines for emails, social media posts, campus advertising, and alumni outreach.

Learning & Growth

The learning and growth perspective is important because the 250th Anniversary Concert Series should strengthen Transy from the inside out, not just deliver a successful set of concerts. It relates directly to the project by measuring how much students develop skills, how well departments coordinate, and whether new community relationships create lasting opportunities.

Metric

1. Student Planning Involvement
2. Now Community Partnerships
3. Post-Event Eval

Methods

1. Student planning involvement will measure how many students actively participate in organizing or supporting the concert series. This will provide students with the opportunity to get hands-on experience in event management and planning.
2. New community partnerships will measure how many local venues, businesses, or organizations formally collaborate with Transy during the

concert series. Partnership agreements and vendor participation records will be documented, and follow-up communication will be ensured for future Transy events.

3. Post-event evaluation will measure how effectively the planning team reflects on and improves its performance after each concert. After every event, faculty, staff, and students involved will complete a short structured debrief to review the day of the event or the event as a whole, to identify what went well for future growth opportunities.

Appendix B

Action Plan

Action Step: (List each action step needed to complete the objective)	Responsible (Who will do the action step?)	Timeline (When will the action step be done? How long will the action step take?)	Measure (How will this action step be measured?)	Cost (How much will this action step cost? Realistic estimates are acceptable.)	Evaluation (How will this action step be evaluated? How will you know if this action step was accomplished?)
Finalize concert series plan and secure venues	Student Life, Facilities Management	6–9 months before series (2-3 Months)	All venues confirmed and contracts secured	$5,000	All venues booked with no scheduling conflicts
Confirm performers (students, alumni, local artists)	Student Life, Alumni Relations	5–7 months before series (3–4 weeks)	Full lineup confirmed for each event	$7,000	All performance slots filled and confirmed
Secure audio/visual equipment and staging setup	Facilities, External Vendors	2–4 months before the series	Equipment reserved and tested	$4,000 (could be less due to Transy resources)	All events have functioning sound and stage setup
Develop marketing strategy and materials	Marketing & Communications	3–4 months before series (3 weeks)	Marketing plan and materials completed	None	All promotional content is approved and ready

Launch marketing campaign	Marketing & Communications, Alumni Relations	2–3 months before series (ongoing)	Social media engagement, email open rates, RSVPs	$4,000	Engagement increases and RSVP targets are met
Coordinate logistics (security, equipment, staffing)	Facilities, Campus Safety, Student Life	1–2 months before series (ongoing)	All logistics finalized before each event	$4,000	Events run smoothly with minimal issues
Execute concert series events	All departments (Student Life lead)	During the concert series	Attendance, satisfaction surveys, and timeline accuracy	$1.000	Attendance targets met and high satisfaction maintained
Monitor attendance and alumni participation throughout the series	Marketing, Student Life, Alumni Relations	After each event and post-series	Survey results, KPI tracking, and attendance data. Attendance totals and % alumni per event	Minimal	Data tracked after each event and compared to 1,000 attendees and 30% alumni targets

Appendix C

Budget Breakdown

1. Finalize Concert Series Plan & Secure Venues — $5,000

- Venue deposits and reservation fees (on-campus and any external spaces)
- Permits or approval-related costs if required
- Facility setup and preparation (seating, layout adjustments)
- Coordination support from Facilities Management
- Ensures all venues are secured early with no scheduling conflicts

2. Confirm Performers (Students, Alumni, Local Artists) — $7,000

- Performer stipends for alumni and local artists
- Small incentives or support for student performers
- Hospitality (food, refreshments, green room needs)
- Minor travel or accommodation support if needed
- Helps secure a strong lineup to drive attendance and engagement

3. Secure Audio/Visual Equipment & Staging — $4,000

- Rental of additional sound equipment (speakers, microphones)
- Lighting and staging setup materials
- Payments to external vendors (if needed)
- Technical setup and support during events
- Reduced cost possible due to existing Transy equipment

4. Develop Marketing Strategy & Materials — $0

- Graphic design and promotional content creation (in-house)
- Flyers, posters, and digital content development
- Planning handled by Marketing & Communications team
- Uses existing university resources (no additional cost)

5. Launch Marketing Campaign — $4,000

- Paid social media ads and boosted posts
- Targeted digital campaigns (students, alumni, local community)
- Email marketing tools and outreach to alumni
- Ongoing promotion leading up to events
- Key driver of attendance and engagement

6. Coordinate Logistics (Security, Equipment, Staffing) — $4,000

- Event staffing and student worker support
- Security personnel and safety coordination
- Setup and cleanup crews
- Equipment transportation and coordination
- Ensures events run smoothly and safely

7. Execute Concert Series Events — $1,000

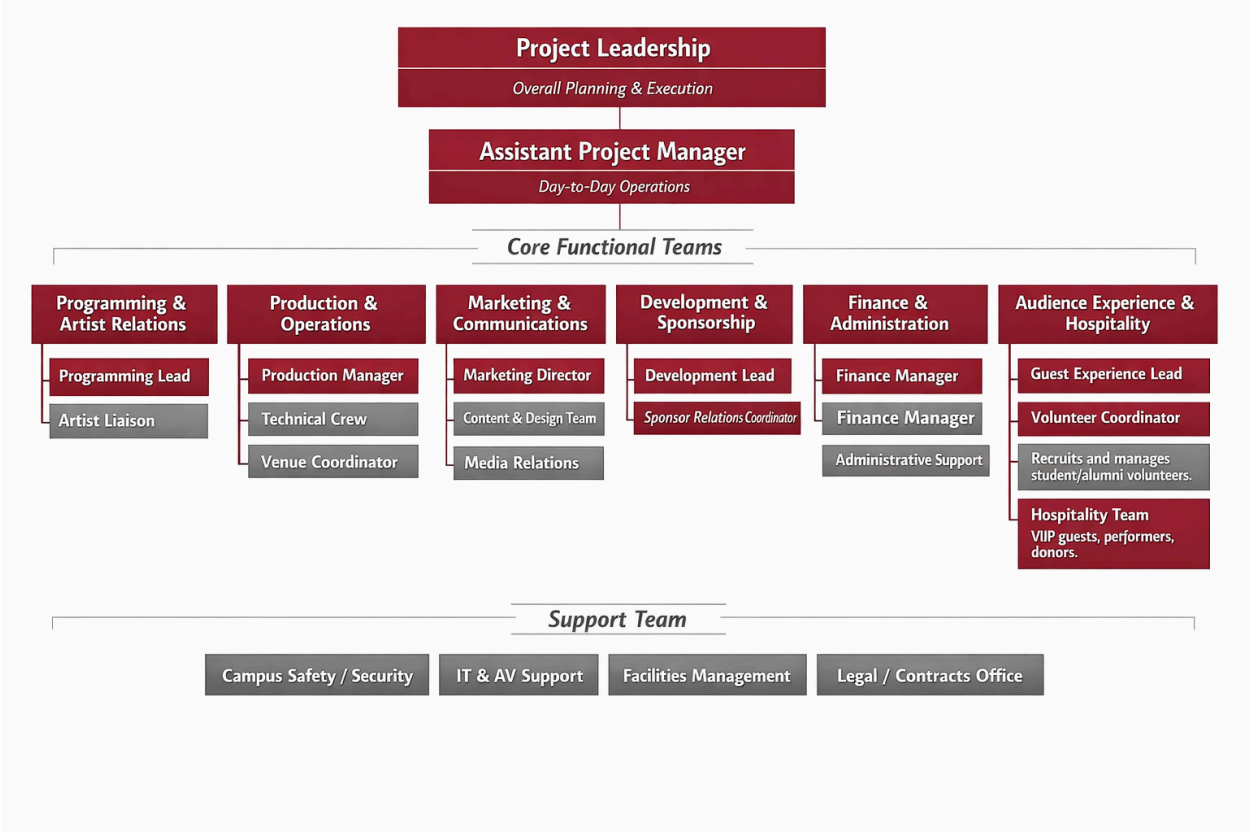
- Day-of supplies (signage, materials, small equipment)
- Minor transportation or operational costs
- Backup materials for unexpected needs
- Supports smooth event execution

8. Monitor Attendance & Alumni Participation — $0 (Minimal Cost)

- QR code check-in systems
- Post-event surveys and feedback collection
- KPI tracking and data analysis
- Uses existing university systems and tools
- Critical for measuring SMART goal success

Appendix D

Organizational Chart & Role Descriptions



1. **Concert Series Director**

Reports To: Anniversary Steering Committee / University Leadership
Location: Lexington, KY

Job Summary:
The Concert Series Director oversees the planning, execution, and evaluation of the Transylvania University 250th Anniversary Concert Series. This role ensures the series aligns with institutional goals, especially increasing alumni engagement and creating a strong community experience.

Key Responsibilities:

- Develop overall vision, theme, and strategy for the concert series
- Oversee budgeting, timelines, and coordination across teams
- Lead artist selection and programming decisions
- Collaborate with university departments (marketing, advancement, student life)
- Ensure events reflect Transy's brand and values

Qualifications:

- Bachelor's degree (Master's preferred) in Event Management, Arts Administration, or related field
- 5+ years of experience in event or program management
- Strong leadership and project management skills

Success Metrics:

- Attendance and alumni participation rates
- Budget adherence
- Overall event satisfaction

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2. Alumni & Community Engagement Manager

Reports To: Concert Series Director

Job Summary:
This role focuses on increasing alumni participation and strengthening connections between alumni, students, and the broader community throughout the concert series.

Key Responsibilities:

- Develop and manage alumni outreach strategies
- Coordinate alumni-focused events and VIP experiences
- Facilitate student–alumni networking opportunities
- Partner with Alumni Relations and Advancement teams
- Track alumni participation and engagement metrics

Qualifications:

- Bachelor's degree in Communications, Marketing, or related field
- Experience in alumni relations or community engagement
- Strong communication and networking skills

Success Metrics:

- Alumni attendance percentage
- Growth in alumni engagement
- Post-event alumni satisfaction

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3. Artist Booking & Programming Coordinator

Reports To: Concert Series Director

Job Summary:
Responsible for selecting and coordinating performers that align with the goals of the 250th anniversary celebration.

Key Responsibilities:

- Research and secure artists (local, regional, alumni-affiliated)
- Negotiate contracts and manage artist relationships
- Develop diverse and engaging programming
- Coordinate artist logistics (schedules, hospitality, travel)

Qualifications:

- Experience in talent booking, music, or event programming
- Strong organizational and negotiation skills
- Knowledge of audience preferences and music trends

Success Metrics:

- Quality and diversity of performer lineup
- Artist satisfaction
- Attendance at events

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4. Marketing & Promotions Manager

Reports To: Concert Series Director

Job Summary:
Leads all marketing efforts to promote the concert series and increase awareness and attendance.

Key Responsibilities:

- Develop and execute marketing campaigns (social media, email, print)
- Coordinate branding aligned with the 250th anniversary
- Manage event promotions and communications
- Track engagement and adjust strategies as needed

Qualifications:

- Bachelor's degree in Marketing, Communications, or related field
- Experience in event marketing or campaign management
- Strong digital marketing skills

Success Metrics:

- Attendance and ticket interest
- Social media and email engagement rates
- Overall event visibility

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5. Operations & Logistics Manager

Reports To: Concert Series Director

Job Summary:
Ensures all events run smoothly by managing logistics, vendors, and on-site operations.

Key Responsibilities:

- Coordinate venues, equipment, and technical needs
- Manage vendors (sound, lighting, security, etc.)
- Oversee event setup, execution, and breakdown
- Ensure compliance with safety and university policies

Qualifications:

- Experience in event operations or production
- Strong organizational and problem-solving skills
- Ability to manage multiple tasks under pressure

Success Metrics:

- On-time and smooth event execution
- Safety compliance
- Vendor performance

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6. Sponsorship & Partnerships Manager

Reports To: Concert Series Director

Job Summary:
Responsible for securing sponsorships and building partnerships to support the concert series financially and strategically.

Key Responsibilities:

- Identify and secure corporate and community sponsors
- Develop sponsorship proposals and packages
- Maintain relationships with sponsors and donors
- Coordinate sponsor visibility at events

Qualifications:

- Experience in fundraising, sales, or partnerships

- Strong communication and negotiation skills
- Ability to build long-term relationships

Success Metrics:

- Sponsorship revenue generated
- Number and quality of partnerships
- Sponsor satisfaction