



Job Description:

Director, Corporate Sponsorship & Sales (Toronto)

The Opportunity:

The Director of Sponsorship & Sales will report to the Vice President of Corporate Partnerships, Marketing & Events and will work closely with the Directors of Campaign & Major Gifts to grow the overall revenue of the organization by enhancing the sponsorship-based revenue of all TPL events, such as tribute dinners throughout the country, symposiums, expeditions, and other new and upcoming events. The Director will oversee a small team to help meet the department's revenue targets.

His/her responsibilities will include leadership in developing sponsorship packages that increase individual sponsor levels, creating packages that integrate all events into one ask for larger committed sponsors and supporting cause-marketing. Success in this position will be largely measured by financial metrics attached to his/her sponsorship sales.

TPL is a fast-paced, entrepreneurial culture with great growth and a constant focus on new and exciting opportunities with the support of some of Canada's largest national companies.

The Ideal Candidate:

The ideal candidate currently works in a sponsorship role in the not-for-profit sector, or in sales in the private sector, and is looking for new career opportunity that combines sales with a sense of purpose.

The Director of Corporate Sponsorship & Sales will be a seasoned sales professional with a strong track record of growing revenue from existing relationships and securing sales from new relationships. She/he will bring an established network of donors who she/he can tap into from day one with TPL, helping us expand our connections to, and secure sponsorship dollars from, corporate Canada. He/she is very motivated, accustomed to working in a dynamic organization, and has highly evolved relationship skills. The Director will work well independently and as part of a team, and bring his/her energies and detail-oriented focus to everything he/she does.

The Director will have experience working with a database similar to Salesforce to track progress and ensure that all timelines are met and reported on. A passion for selling, comfort in being out of the office meeting people, and the ability to build relationships will be critical to this role, as will be the ability to write creative and impactful sponsorship packages that meet the needs of corporate Canada. He/she will also have experience in creating and supporting cause marketing campaigns as leverage to build in-house cause marketing capacity at TPL.

A skilled manager of people will be important in the role.

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The Director of Corporate Sponsorship & Sales must possess the confidence and business savvy to present and sell to Canada's corporate C-suite.

Key Accountabilities:

Strategy & Revenue Development

- Work closely with the Board, volunteers and staff to develop the ongoing strategic direction and growth for all corporate sponsorship.
- Develop a sales strategy that identifies key action steps for meeting and growing the sponsorship and table sales financial objectives.
- Prioritize sales targets in the short, medium and long terms.
- Lead the strategy for partnership renewals and generating net-new sales.
- Enhance the sponsorship potential of TPL expeditions.

Corporate Sponsorship & Sales

- Leverage and potentially enhance existing corporate sponsorship packages in ways that deliver value to new corporate event sponsors in particular, as well as existing corporate event sponsors.
- Support the preparation and customization of summary reports, welcome kits, stewardship reports and grant applications in a tone and manner that clearly illustrate sponsorship ROI and the impact of partners.
- Prepare for and manage all sponsorship meetings to ensure the right individuals are present – and the correct messages and materials are being used – when pitching potential corporate sponsors.
- Identify ways to increase current sponsorship investment and create sponsorship packages for donors interested in opportunities to sponsor multiple event/programs.
- Increase the number of corporate table sales for all TPL Tribute Dinners.
- Grow multi-year sponsorship commitments.
- Ensure each event meets or exceeds its fundraising goals by using a variety of sales tools that provide a sales status throughout the year.
- Oversee accurate fulfillment of sponsor benefits as appropriate to their respective agreements.
- Cultivate and steward donor relationships throughout the year.
- Attend gala dinners and meetings nationally as required.
- Look for industry and regional gaps in current sponsorship roster and develop strategies to leverage those gaps on behalf of the charities and families served by TPL.

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Cause Marketing & Employee Giving

- Develop in-house capacity to create and successfully run cause marketing campaigns that raise awareness of and revenue for TPL throughout the year.
- Create and track success metrics for these campaigns, writing regular reports for distribution to and discussion with senior TPL colleagues.
- Help increase employee engagement opportunities within existing corporate partnerships.

Volunteer and Staff Relationship Development

- Work with the Senior Director, Events & Expeditions to recruit, motivate and inspire event committee volunteers.
- Manage and mentor two staff members.
- Work supportively and collaboratively with those team members to ensure everyone is meeting their objectives.

Qualifications & Required Skills:

- Professional experience in a sponsorship sales role in the not-for-profit sector or a relationship-driven sales role in the private sector.
- Confident and persuasive in presenting to and upselling existing partners.
- Proven track record managing and growing a pipeline of sales leads using a variety of sales tools.
- Experience managing a small team of staff with revenue targets.
- Charismatic and very proficient at selling, while still possessing a high degree of integrity.
- Very comfortable and persistent in picking up the phone and cold calling prospects, always reflecting the values of TPL and the military charities and families we serve.
- Highly persuasive and driven, understanding how to follow up with people in ways that engage them with the mission of the organization.
- Demonstrated ability to prioritize and deliver on sales targets.
- Commands the respect of C-suite business leaders.
- Exceptional people skills, adapting their style and sales pitch accordingly.
- Excellent written and communication skills.
- Creative thinker who can unlock long-term opportunities.
- Driven and hard-working, with the ability to work flexible hours and travel when required.
- Highly organized, with a strong ability to execute.
- Comfortable with some ambiguity in the workplace, with an eagerness to help TPL colleagues, whatever the task at hand.
- Positive energy with a can-do attitude, and the ability to make decisions on their own without a lot of guidance.
- A passion for the military families and Veterans we serve.

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Additional Information:

This job is located in Toronto with frequent local and national travel.

If you meet the criteria above and are interested in applying for the position, please send your resume and cover letter to sandra@searchsmart.ca or call Sandra Paquette at 416-763-0404.

We are actively recruiting for this position, so to ensure you are given due consideration for this opportunity, interested candidates should send their resumes as soon as possible. Only those qualified for the role will be contacted.

About True Patriot Love Foundation:

True Patriot Love Foundation (TPL) is a national charity dedicated to providing Canadian military and Veteran families with the support they need and the hope they deserve. Since 2009, TPL has provided \$25 million to fund innovative research and support 750 community-based programs across the country. By addressing the unique challenges resulting from military service including mental health, physical rehabilitation, transitioning to civilian life, and the special needs of children, TPL has helped change the lives of more than 25,000 military families.

TPL's signature event, the Toronto Tribute Dinner, attracts approximately 1100 people and raises approximately \$2M each year. As TPL has gained traction on the national stage, successful tribute dinners have been organized throughout the country, including the most recent Winnipeg Dinner which raised \$1M.

TPL has produced ambitious expeditions around the world since 2012, including Island Peak (Himalayas), the Magnetic North Pole and Vincent Massif (Antarctica). These unique adventures pair prominent civilian business leaders with injured Veterans with the aim to: 1) raise funds for crucial programs for military families; 2) educate the Canadian public about the challenges facing our Veterans through a multi-faceted PR campaign; 3) educate business leaders on the unique skills that Veterans bring to a corporate work environment; and 4) create lasting mentorship opportunities for Veteran participants.

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