

Sponsorship Fulfillment Lead - Art Toronto

- 20 Eglinton Ave W, Toronto, ON M4R 1K8, Canada
- Full-time

Company Description

Art Toronto is Canada's largest and most prestigious international art fair, showcasing contemporary art from leading Canadian and international galleries. Held annually, typically in October, at the Metro Toronto Convention Centre, Art Toronto has been a pivotal event in the Canadian art scene for over 20 years.

Overall, Art Toronto contributes significantly to the vibrancy of Toronto's cultural scene and plays a crucial role in connecting artists, galleries, collectors, and art lovers from Canada and around the world. It continues to evolve and expand, reflecting the dynamic nature of contemporary art and the growing interest in art as an investment and cultural asset.

[Art Toronto Canada's Art Fair](#)

Job Description

Overview: Reporting to the Director, Art Shows Canada, the Sponsorship Fulfillment Lead will play a pivotal role in the success of Art Toronto and Artist Project. This role requires strong sales acumen and the ability to cultivate and maintain relationships with paid and in-kind sponsors. The successful candidate will collaborate closely with the Director to set recruitment strategies, pitch potential partners, and ensure seamless execution of sponsor deliverables and onsite activations. They must demonstrate a proven track record in revenue generation, partnership expansion, and customer service excellence within the event industry.

Key Responsibilities:

1. **Development Strategy:** Work closely with the Director to develop comprehensive development strategies for Art Toronto and Artist Project.
2. **Partner and Sponsor Development:** Lead all phases of partner and sponsor development, including concept development, outreach, pitching, contracting, and onsite execution at both fairs. Manage multiple relationships with overlapping schedules and deliverables.
3. **Year-Round Engagement:** Create opportunities for partners and sponsors to engage with the brands year-round, both onsite and offsite at the shows. Act as the primary onsite contact for partners and sponsors.
4. **Budget and Sales Targets:** Maintain event budgets and sales targets for Art Toronto and Artist Project.

5. **Post-Event Reporting:** Write and present comprehensive post-show reports for partners and sponsors, including success metrics, survey data, and activation photos, delivered promptly.
6. **Cross-Functional Collaboration:** Collaborate effectively with administrative, marketing, operations, and accounting teams to ensure successful event execution and clear communication with partners and sponsors.
7. **Onsite Management:** Manage sponsors and partners onsite during Artist Project and Art Toronto, ensuring smooth operations and exceptional client service.
8. **Additional Responsibilities:** Perform other duties as required to support the Art Shows team and organization.

Requirements:

- Proven experience in business development, sales, or partnership management within the event or exhibition industry.
- Strong interpersonal skills and the ability to manage complex relationships with grace and attention to detail.
- Strategic thinker with the ability to identify opportunities beyond traditional cultural supporters.
- Commitment to diversity and inclusion, with a focus on supporting BIPOC, LGBTQ, and differently abled communities.
- Flexibility to work 2-3 days per week in the office and availability for occasional nights and weekends during events.
- French language skills are an asset.

About the Events:

Art Toronto: Canada's premier art fair bringing together galleries and institutions annually at the Metro Toronto Convention Centre each October.

Artist Project: A fair showcasing independent artists selling their work at the Better Living Centre each spring.

Application Process: Please submit your resume and cover letter detailing your relevant experience and interest in this role.

Qualifications

- **3-5 years of relevant experience in a sales role**, such as sponsorship, luxury sales, or business development.
- **Detail-oriented** with the ability to manage multiple projects from concept to execution while coordinating with internal and external stakeholders.
- Skilled in **developing creative in-kind partnerships** that benefit both organizations and audiences.
- Strong **customer service experience**, capable of efficiently managing large groups of people with empathy.

- Excellent **analytical skills** and a proven track record of using data to make informed decisions.
- Effective and professional communication with diverse stakeholders, including artists, gallerists, museum staff, VIPs, sponsors, and internal teams.
- Ability to **manage multiple priorities, overlapping schedules, and business relationships** in a deadline-driven event environment, focusing on revenue generation.
- Personal passion for **art and culture**, with the ability to effectively communicate the importance of art to diverse audiences.

Additional Information

We work hard to make sure Life at Informa is rewarding, supportive and enjoyable for everyone. Here's some of what you can expect when you join us. But don't just take our word for it – see what our colleagues have to say at [LifeAt.Informa.com](https://www.lifeatinforma.com)

Our benefits include:

- Freedom & flexibility: colleagues rate us highly for the flexibility and trust they receive, and we support a range of working patterns
- Great community: a welcoming culture with in-person and online social events, our fantastic Walk the World charity day and active diversity and inclusion networks
- Broader impact: take up to four days per year to volunteer, with charity match funding available too
- Career opportunity: the opportunity to develop your career with bespoke training and learning, mentoring platforms and on-demand access to thousands of courses on LinkedIn Learning. When it's time for the next step, we encourage and support internal job moves
- Time out: 15 days PTO rising to 20 after three years and 25 after six years, plus 10 national holidays, a birthday leave day and the chance to work from (almost!) anywhere for up to four weeks a year
- Competitive benefits, including a 401k match, health, vision and dental insurance, parental leave and an ESPP offering company shares at a minimum 15% discount
- Strong wellbeing support through EAP assistance, mental health first aiders, free access to a wellness app and more
- Recognition for great work, with global awards and kudos programs
- As an international company, the chance to collaborate with teams around the world

We're not solely focused on a checklist of skills. We champion energy and ambition and look for colleagues who will roll their sleeves up, join in and help make things happen. If

it sounds like a match and you have most – although not all – of the skills and experience listed, we welcome your application.

At Informa, you'll find inclusive experiences and environments where all perspectives and backgrounds are welcomed. As part of this approach and our diversity and inclusion commitments, we are also formally an Equal Opportunities Employer. This means we base decisions on relevant qualifications and merit and do not discriminate on the basis of key characteristics and statuses, including all of those protected by law. Ask us or see our website for full information.

See how Informa handles your personal data when you apply for a job [here](#).

How to Apply

Please submit your resume at :

<https://jobs.smartrecruiters.com/InformaGroupPlc/743999998020084-sponsorship-fulfillment-lead-art-toronto>