



**Partnerships Manager**  
Beyond Monumental

Beyond Monumental is a not-for-profit 501 (c)(3) organization whose primary purpose is to actively support youth health and well-being by providing access to exceptional events and programs.

Beyond Monumental plans and executes four signature running events in the greater Indianapolis area (the Indianapolis 5K/Monumental Mile, the Indy Half Marathon at Fort Ben, the Apex Benefits Monumental Kids 5K Presented by Indiana University Indianapolis and the CNO Financial Indianapolis Monumental Marathon), as well as a youth health and wellness program (Apex Benefits Monumental Kids Movement), and is searching for a passionate new team member.

**Position Summary**

The Partnerships Manager will be responsible for managing corporate partnerships, overseeing the successful integration of sponsor deliverables across Beyond Monumental events and programs. The role will involve end-to-end partnership management, activation strategy, and event fulfillment, ensuring a seamless execution of sponsor activations and driving sponsor satisfaction.

This individual will work collaboratively with internal teams, including Sales, Marketing, Operations, and Event Management, to create exceptional experiences for partners and sponsors while contributing to the overall success of major events.

**Responsibilities:**

**Strategic Partnership Management:**

- Serve as the primary point of contact for assigned partners and sponsors, building and maintaining strong, lasting relationships.
- Oversee the fulfillment of contractual obligations, ensuring value delivery through accurate, timely execution of sponsor activations and deliverables.
- Work with the Sales team to support sponsorship proposals, presentations, and integration efforts.
- Identify opportunities to enhance and innovate activation approaches for existing and new partners.
- Maintain a sponsorable asset database to track deliverables by both category and partner.

**Partnership Activation & Event Fulfillment:**

- Lead the end-to-end process of sponsor activation and event fulfillment, including logistics, budgeting, branding, and communication.
- Manage sponsor activations across key events, including race-day festivals, expos, VIP events, and other activations.
- Ensure alignment of sponsor activations with event goals, operational plans, and internal teams (Design, Marketing, Operations, etc.).
- Act as the central point of contact for sponsor-related activities during event weekends.
- Collaborate with the entire team to ensure activations are smoothly integrated into race-day logistics and schedules.

**Sponsor Communication & Relationship Management:**

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- Regularly communicate with sponsors to understand their goals, expectations, and any evolving needs throughout the partnership lifecycle.
- Prepare and manage sponsor activation kits, ensuring sponsors are well-informed of timelines, deliverables, and event details.
- Provide ongoing strategic support to sponsors, ensuring their activation aligns with their goals and exceeds expectations.
- Resolve issues or concerns promptly, ensuring both sponsor and organizational needs are met.

## **Post-Event Reporting & Insights:**

- Develop post-event reports that highlight key metrics, outcomes, and insights from sponsor activations, offering recommendations for future improvements.
- Ensure timely, accurate invoicing and accounting for all sponsorship contracts and receivables.
- Maintain accurate records of partner entitlements, budgets, and timelines.

## **Marketing & Communications:**

- Collaborate with Marketing and Communications team to ensure that sponsor branding and messaging are effectively integrated into event marketing materials, including websites, social media, and other promotional assets.
- Contribute to the creation of sponsorship-focused content for newsletters, social media, and other communication channels.
- Support marketing teams in leveraging trade assets to promote events and sponsor visibility.

## **Event Operations & Logistics:**

- Oversee sponsor activation at key events such as expos, post-race festivals, VIP receptions, and other event-related functions.
- Ensure smooth execution of sponsor-specific logistics such as credentialing, staffing, and event setup.
- Work with operations team to ensure partner activation areas align with event design, including sponsor booths, signage, and digital activation.

## **Team Collaboration & Leadership:**

- Work closely with other internal teams, including Operations, Marketing, and Race Management, to ensure seamless execution of sponsor activations.
- Mentor interns in the management of sponsorship activities and event operations.

## **Qualifications:**

- **Experience & Education:**
  - 3-5 years of experience in partnership management, event fulfillment, sponsorships, or a related field.
  - Bachelor's degree in Business, Marketing, Communications, or a related field; or equivalent professional experience.
  - Proven track record in managing partnerships and sponsorships in the event industry or sports sector.
- **Skills:**
  - Exceptional project management skills, with the ability to manage multiple priorities and meet deadlines.

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- Strong communication skills, both written and verbal, with the ability to engage with senior-level sponsors and internal teams.
- Experience working cross-functionally across teams, such as Sales, Marketing, Operations, and Design.
- Strong relationship-building and client management skills, with a focus on delivering excellent customer service.
- Ability to think strategically, problem-solve, and innovate in a fast-paced, dynamic environment.
- **Technical Proficiency:**
  - Proficiency in Microsoft Office Suite (Excel, PowerPoint, Word).
  - Familiarity with event management software and tools.
  - Experience with graphic design software (Adobe Illustrator or similar) is a plus.
  - Knowledge of tracking and measuring sponsorship fulfillment is highly desirable.
- **Other Qualifications:**
  - Passion for sports, fitness, and community engagement, particularly within the endurance event sector.
  - Willingness to work non-traditional hours, including nights and weekends, as required by event schedules.
  - Ability to lift and move items up to 25 lbs. occasionally, with some physical demands related to event setup and execution.

## **Compensation & Benefits:**

- **Salary:** Base salary, commensurate with experiences, plus eligibility for annual bonus based on both company and individual performance.
- **Benefits:**
  - Health, dental, and vision insurance
  - 401(k) with employer match
  - Paid time off (PTO), including paid holidays
  - Health Savings Account (HSA)

## **Position Location & Work Conditions:**

- The position is based in Indianapolis.
- Beyond Monumental has a hybrid work environment which consists of days working in an Indianapolis co-working space, work-from-home days, and days working in the Indianapolis warehouse.

Interested candidates should send a letter of interest and resume to [careers@beyondmonumental.org](mailto:careers@beyondmonumental.org).  
Beyond Monumental is an equal-opportunity employer.