

Strategic Partnerships Manager

Desert International Horse Park (DIHP)

Employment Type: Full Time

Department: Strategic Partnerships

Reports To: Director of Strategic Partnerships

Location: Thermal, CA

Salary Range: \$60,000 - \$80,000 per year

Position Summary

The Strategic Partnerships Manager is responsible for managing DIHP's portfolio of sponsors and vendors, overseeing the delivery of contractual benefits, and ensuring an exceptional partner experience across all events. This role acts as the operational lead within the Strategic Partnerships team, collaborating across departments, and contributing directly to revenue growth through renewals and upsell opportunities. The ideal candidate is proactive, highly organized, and skilled at building strong partner relationships in a fast-paced event environment. This is a full-time position requiring on-site work during the competition season.

Work Environment

This role follows a hybrid schedule aligned with the competition calendar. The Strategic Partnerships Manager is required to work on-site at Desert International Horse Park during the competition season to support partner activations and event execution. During the competition season, the role requires flexibility and a willingness to work long days and a non-traditional work week, which is based on event demands.

Key Responsibilities

Sponsorship Relationship Management

- Serve as the primary point of contact for assigned sponsors, delivering high-touch service and strategic guidance on activations and branding.
- Manage renewal cycles, including preparation of recap materials, performance reporting, and contract discussions.
- Identify opportunities to expand partnerships through additional visibility, activations, or upgraded package elements.

Partnership Fulfillment & Execution

- Oversee day-to-day sponsorship operations, ensuring all deliverables, branding, and contractual assets are fulfilled accurately and on schedule.
- Oversee day-to-day vendor operations, including contracts, move-in/out dates, location assignments, etc.
- Supervise sponsorship signage planning, installation, and maintenance across the venue.
- Guide execution of hospitality benefits, on-site activations, and partner events during competition weeks.

Team Leadership & Workflow Management

- Provide daily direction to intern(s) and seasonal staff, including task assignment and quality control.
- Maintain and improve systems for deliverable tracking, workflow operations, and reporting.
- Support hiring and management of seasonal or event-specific support roles.

Cross-Functional Collaboration

- Work closely with the Marketing and Communications team on sponsorship calendars, digital deliverables, content needs, and exposure planning.
- Coordinate with Events, Operations, Hospitality, Awards, and Competition Management to ensure seamless fulfillment of on-site obligations.

Reporting & Administration

- Maintain accurate sponsor and vendor records, contract files, fulfillment trackers, and communication logs.
- Lead development of mid-season and end-of-season recap reports for partners.
- Assist with budgeting, inventory tracking, and vendor management.

Perform other duties as assigned to support organizational goals and event operations.

Qualifications

Required

- 3+ years of experience in sponsorships, partnerships, events, or a similar client-facing field.
- Strong relationship-building and communication (both oral and written) skills.
- A self-starter who can take ownership of projects and execute with efficiency.
- Proven ability to manage complex workflows and competing deadlines.

- Proficiency with Microsoft Office Suite (Word, Excel, PowerPoint, Outlook).
- Willingness and availability to work long days and a non-traditional schedule during the competition season.

Preferred

- Equestrian, sports marketing, or outdoor sporting event experience.
 - Contract renewal or partnership sales experience.
 - Familiarity with CRM or sponsorship management databases.
 - Experience with Canva or other design software programs.
 - Experience overseeing staff or project teams.
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How to Apply

This position will remain open until a qualified candidate is hired.

Interested candidates should submit their resume and a brief cover letter outlining their relevant experience and why they would be a valuable addition to our team. Please send your application to **sponsor@deserthorsepark.com** with “**Strategic Partnership Manager**” in the subject line.

Desert International Horse Park is an equal employment opportunity employer.