

Director of Marketing and Corporate Sponsorships

Regional Stock Car Series; The American Speed Association Midwest Tour (ASAMT) is a top regional stock car series with proven success in corporate sponsorship. We are seeking to provide a full national television package in 2011 that will revolve around new and innovative marketing programs.

The ASAMT is also working with a few top racing organizations to provide an in-house gong show that will send one or more “winners” to a Camping World Truck Series or Nationwide Series ride in late 2011 and beyond. Sales of corporate sponsorships will drive this program.

Needs and Requirements:

We are seeking an aggressive corporate sponsorship professional, fundraiser, or sales professional to contact businesses for corporate sponsorship and local event sponsorships. This person should have or may have previous contacts at corporations for corporate sponsorship alliances and/or be willing to create and nurture those sponsorship opportunities with companies in the United States.

This person shall have a minimum of four (4) years of experience in the field of Sports Marketing including but not limited to Auto Racing events.

Other requirements you will need to know:

This person must be one who is not afraid to pick up the phone and get to the Marketing Director of small and large companies. Involvement will begin when the door opens as this person will manage all yearly partnerships, pre-race and race day events, displays, and other promotional opportunities with each partner. This person will also need to research companies, make phone calls, send out the pre-created marketing/ sponsorship packages and close the deals.

Specific expertise/background that we are seeking:

Good writing skills, good communication skills, past experience in corporate sponsorship and/or sales, and pre-existing relationships with individuals or corporations is a major plus. Fully focused people that can be on top of their organization and make things happen in a very short time frame. Must be able to provide bi-weekly updates and move quickly into phone calls. If you are not a fast mover or are shy on the phone, this is not for you! You can work from home and you do not need to be located in Central Wisconsin. Must have a computer and internet, be internet and research savvy and have a good work ethic. We are seeking someone who thinks out of the box and can create new business development with other companies around the USA.

Experience in design of proposals from start to finish is a plus for this position. Individual will be required to attend all events during the season and travel will be arranged if not located in the central Midwest.

Timeframes:

This is for an immediate opening approaching the fall close of the season. Please email your resume and experience to steve@asamidwesttour.com.

Compensation:

Pay structure is base plus a negotiated **commission** with an exceptional commission structure and the potential of \$100K plus earnings. The selected individual will be required to fulfill a 90 day probationary program based on success rate.

Skills: Branding, Lead Generation, Marketing Strategy, Sales, Fundraising, Public Relations, Presentation Skills, High Energy Level, Marketing Knowledge, Motivation for Sales and the ability to present.

To learn more about the American Speed Association® Kwik Trip Midwest Tour presented by ECHO Outdoor Power Equipment and GrandStay Residential Suites Hotels and Crossings by GrandStay Inn & Suites, log on to www.asamidwesttour.com or call the ASA Midwest Tour office at (262) 514-3880 or e-mail Tim Olson at tim@asamidwesttour.com or Steve Einhaus at steve@asamidwesttour.com.

If you would like to learn more about the ASAMT series sponsors, please visit their websites: Kwik Trip, Inc. (www.kwiktrip.com), ECHO Outdoor Power Equipment (www.echo-usa.com), and GrandStay Residential Suites Hotels and Crossings by GrandStay Inn & Suites (www.grandstay.net).

To learn more about the Midwest Sportsman Tour log on to www.asamidwestsportsman.com.

To learn more about the ASA Midwest Truck Tour log on to www.asamidwesttrucks.com.

To learn more about the Daytona Beach, Florida-based Racing Speed Associates or the American Speed Association® Racing Member Track program, call (386) 258-2221 or send an e-mail to info@asa-racing.com. For news and information from racetracks and regional tours involved in the American Speed Association®, visit www.asaracing.com.

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