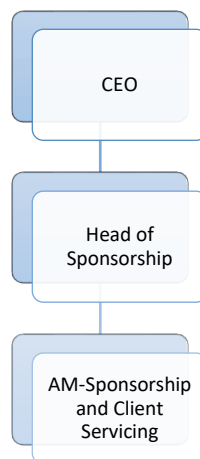

JOB DESCRIPTION

Designation	Assistant Manager – Sponsorship and Client Servicing
Grade	L09
Job Responsibility Level	Lower Level Management
Department	Commercial Partnerships
Reporting Manager	Head of Sponsorship
Location	New Delhi

1. JOB PURPOSE

The AM - Sponsorship and Client Servicing will be responsible for managing day-to-day sponsor relationships, ensuring all contractual deliverables are executed seamlessly, and supporting the commercial team in enhancing partner value and brand association. The role demands strong project management, communication, and stakeholder management skills to deliver exceptional partner experiences across the IPL/WPL season and beyond.

2. ORGANISATIONAL CHART



3. KEY ACCOUNTABILITIES

1. Sponsorship Sales & Revenue Generation

- Identify potential sponsors across industries.
- Develop and pitch customized sponsorship proposals aligned with brand objectives.
- Meet or exceed annual sponsorship revenue targets.

2. Partner Servicing & Relationship Management

- Act as the primary point of contact for assigned sponsors and partners.
- Ensure timely and efficient delivery of all contractual rights and obligations.
- Coordinate with internal teams (marketing, social media, digital, operations, and finance) to execute partner deliverables.
- Build strong working relationships with partners.
- Liaise with the IPL/BCCI officials for regulatory compliance and IPL/WPL league updates.

3. Activation Planning & Execution

- Conceptualize and implement creative brand activations for sponsors during pre-season, match days, and digital campaigns.
- Collaborate with creative agencies and vendors to ensure quality execution of on-ground and digital activations.
- Track, monitor, and report activation performance and engagement metrics.

4. Inventory & Asset Management

- Maintain detailed records of sponsorship assets, rights inventory, and utilization.
- Ensure proper placement and visibility of sponsor branding across all mediums (stadium, digital, team properties, etc.).
- Coordinate with production and operations teams for signage, collateral, and other branding requirements.

5. Reporting & Documentation

- Prepare detailed post-campaign and post-season reports highlighting ROI, activation success, and performance insights.
- Assist in developing case studies and renewal proposals for existing partners.
- Manage all documentation related to partner contracts, deliverables, and approvals.

6. Administrative & Strategic Functions:

- Work closely with Finance, Marketing, Legal, Cric Ops to align operational needs.
- Ensure no deviation from prescribed budgets as well as standard of delivery.
- Drive efficiency in processes and identify cost-saving measures.

Any other responsibilities assigned by the DC management.

4. SKILLS AND EXPERIENCE

- **Educational Background:** Postgraduate degree in Business Administration, Sports Management, Event Management, or a related discipline
- **Professional Experience:** 3–5 years of experience in managing commercial partnerships and client servicing (Ideally within Sports)
- **Stakeholder Management:** High-level negotiation skills and the ability to manage multiple Sponsors, BCCI/ IPL officials, and internal stakeholders' interfaces with professionalism and efficiency.
- **Crisis & Pressure Handling:** Demonstrated ability to perform under pressure and solve problems in fast-paced, dynamic environments.
- **Communication:** Exceptional verbal and written communication skills, with the ability to influence and engage across internal and external stakeholder groups.