



**Organization:** Palace Sports & Entertainment  
**Position Title:** Senior Director, Corporate Marketing  
**Reports to:** Senior Vice President, Corporate Marketing  
**Location:** Detroit, Michigan  
**Search Contact:** Scott Carmichael – Prodigy Sports

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*PLEASE DO NOT MAKE DIRECT CONTACT WITH PALACE SPORTS REGARDING THIS POSITION AS DOING SO WILL DRAMATICALLY IMPACT CONSIDERATION OF YOUR QUALIFICATIONS. ALL INTERESTED CANDIDATES SHOULD DIRECTLY CONTACT PRODIGY SPORTS.*

#### **JOB SUMMARY:**

The Senior Director, Corporate Marketing position requires a creative, motivated, self-starter who is a competitive, energetic and dedicated professional with proven sales skills and a blossoming track record in the world of sports and entertainment. This position is responsible for selling available inventory across all Palace Sports & Entertainment inventory including radio, television and internet/new media.

#### **ESSENTIAL DUTIES & RESPONSIBILITIES:**

- Identify and target potential corporate sponsors across all Palace Sports & Entertainment properties – Palace of Auburn Hills, Detroit Pistons, Palace Special Events, DTE Energy Music Theatre, Meadow Brook Music Festival and Oakland University Athletics, Michigan Lottery inventory
- Develop, write and present corporate sponsorship and sales proposals to key clients.
- In conjunction with a Marketing Coordinator, ensure the goals and marketing commitments developed for each client are being met, including any review/reporting requirements
- Create new sales collateral or modify existing collateral as required
- Retain and grow an assigned book of sponsorship business
- Work with the New Sponsorship Business Group in the analysis, acquisition and implementation of other strategic properties consistent with departmental objectives and structure
- Demonstrate ability to work with all personality types at the staff and management levels
- Liaise with other departments to maximize cross-selling opportunities and share new ideas
- Evaluate client satisfaction

**SKILLS EXPERIENCE & ABILITIES:**

**ESSENTIAL:**

- At least 5-7 years experience in a high level sales position
- Excellent network of regional and national corporate contacts
- Bachelors degree in sports management, business administration or related field required and a Masters Degree in related field preferred
- Strong conceptual and strategic skills, and ability to think "outside the box," and strong customer satisfaction orientation
- Demonstrate creativity in the development of innovative and effective sales campaigns
- Strong sales proposal experience and presentation experience
- Must be able to work evenings and weekends as required and light travel, as needed

**PREFERRED:**

- Proficiency in using MSWord, Excel, PowerPoint
- Knowledge and passion of NBA Basketball

**CONTACT INFO:**

To apply or respond to this opportunity, please contact:

Prodigy Sports (732) 303-9950  
- email: [info@prodigysports.net](mailto:info@prodigysports.net)

November 12, 2009