



Sponsorship Consultant: White Plains Business Improvement District “White Plains BID”

The Need:

The White Plains BID (wpbid.com) is seeking a Sponsorship/Business Development Consultant that can help it raise necessary revenue to underwrite its four largest events:

Rock White Plains (Tuesday, July 25th):

- Outdoor mainstage evening concert in late July that has featured past headliners Smashmouth (2019) and Spin Doctors (2022)
- 2000-4000 attendees.
- Concert includes a smaller opening act, outdoor dining at picnic tables, and a meet and greet for sponsors.
- According to News 12, the 2022 “incredible” concert “touched multiple generations” and “left a smile on their face”.
- 2023 concert to feature “Plain White T’s” the multi-platinum artist known for *Hey There Delilah*, *1,2,3,4* and *Rhythm of Love*.

White Plains Jazz Fest (Sept 6-10, 2023)

- A partnership between the City of White Plains, Arts Westchester and the White Plains BID
- Longstanding event now in its 12th year. Five-day event features several days of free and affordable jazz experiences ranging from seated jazz dinner (coordinated by White Plains BID, to ticketed jazz concerts, to jazz workshops and more (see <https://artswestchester.org/programs/jazz-fest> for program)
- All three co-sponsors (the City of White Plains, Arts Westchester and the White Plains BID) fundraise to present the event.
- White Plains BID is specifically looking for assistance raising sponsorship to help underwrite a seated outdoor dinner and jazz concert taking place on an outdoor plaza on Thursday, September 7th and Sunday’s culminating event which provides five hours of free jazz performances and food vendors on closed streets of Mamaroneck Avenue between Martine and Main in Downtown White Plains.
- Overall festival attendance 5,000-6,000: Sit down jazz dinner (75 individuals) Sunday culminating event (4,000 attendees)

Oktoberfest (October 8)

- Only public Oktoberfest of this size/magnitude in Westchester County
- Now in its 14th year
- 6,500 attendees
- German beers sold by 12 participating local restaurants
- Entertainment includes seasonal foods, family friendly activities (e.g. a hot dog toss), authentic German music by Melina & the Oompah's.

White Plains Holiday Market (Anticipated dates: 12/8 - 12/17):

- Partnership between the City of White Plains, 914 Pop-ups (a local business mobilizing independent artisanal vendors in “pop-up appearances”) and the White Plains BID
- Two-week holiday market features 46 glass-enclosed booths featuring wares for sale ranging from ornaments to winter table arrangements to handmade bath salts and homemade sangria.
- Food and beverage tent featuring local restaurants. 8 heated igloos provide a warm spot to enjoy a take-out meal.
- Visits from Santa, family photo sessions, mulled wine, regular visits from Santa Claus and more round out the event.
- Contemplating s'mores stations and additional placemaking activities for 2023 event

Anticipated Consultant Scope:

- Review our existing sponsorship package and evaluate whether we have appropriately/fairly valued and packaged our event assets
- Review existing sponsorship agreements. Renew and determine strategy (if possible/feasible) to upgrade current sponsors.
- Prospect for new sponsors (Note: BID leadership, including the events manager, executive director, Board Chairwoman and other Board members are willing and able to help build the prospect list through recommendations and make appropriate introductions)
- Conduct outreach to prospective sponsors through introductions via established BID contacts and cold-calls as necessary
- Schedule meetings and prepare, customize and present sponsorship sales proposals to potential sponsors. Develop partnership and sponsorship concepts, potential activations and partner integration.
- Successfully close deals and negotiate and compile contracts and agreements
- Provide comprehensive list of sponsor contacts and notes in a database format to the BID
- Provide comprehensive and timely reports summarizing activity and project status.
- Provide clear instructions to BID Events Manager and Executive Director what they need to fulfill for each sponsorship via contractual inclusions
- Meet/communicate as needed with Events Manager/Executive Director to keep them apprised of developments, sponsorships secured, etc.

What we are looking for in a consultant...

- Experience in business development, sales, nonprofit fundraising or a combination of all of the above. Proven experience in either raising corporate sponsorships for events and/or working on the business end of providing corporate sponsorships **is a must** for this position
- Comfort developing, reviewing, and negotiating sponsorship contracts
- Superior communication, writing, research and prospecting skills
- A detail-oriented nature—meaning an ability to carefully track agreements, closely review language, write and communicate a variety of mediums (emails, contracts, proposals, acknowledgements, etc.) with precision
- Independent working style: can conceptualize a path forward, make recommendations to the Executive & Events Director and “own” their projects
- Comfort cold-calling and initiating outreach to prospects, attending public events and socializing to build relationships
- Emotional intelligence/savvy required to understand conflicts of interest, appropriate asking amounts, and successfully communicate with potential and existing sponsors on behalf of the BID
- Established consulting practices (comfort signing a contract as consultant with the BID, establishing format for reasonable check-in’s with the BID team, professional submission of invoicing to the BID), taking leadership role on the engagement and driving the project forward rather than being told “what to do” by the client.
- Ability to set key metrics and goals in collaboration with clients and process to reach them
- The candidate must have excellent time management, organizational skills and ability to juggle and prioritize multiple projects.
- Knowledge of the White Plains and Westchester County business and philanthropic community

****Additional Information***

- The organization has an engaged Board of Directors, an Executive Director and Events Manager that is willing to help compile a list of prospects, make key introductions and help pitch.
- Beyond this introductory engagement, the BID is open a continued relationship with the consultant on an annual basis for assistance with renewals, identifying sponsorships for additional/new events and other business development opportunities

About the White Plains BID

The White Plains BID is a 501c3 nonprofit organization and a leading advocate for the downtown White Plains shopping and commercial corridor. Founded in 1998, the White Plains BID seeks to make downtown a delightful, safe and prosperous place to work, live, do business and play. Our organization presents an annual roster of public events and programming for downtown (Rock White Plains Summer Concert, Oktoberfest, Holiday Market, Wing Walk, etc.); coordinates marketing promotions to highlight area businesses (e.g. Restaurant Month, MARCH into Self-Care), keeps our sidewalks tidy by providing supplemental litter pick-up and other sanitation services; coordinates a horticultural program that provides seasonal plantings in 49 planters spread across the district; and serves as a general resource and advocate for businesses, shoppers, property owners and residents visiting our BID boundaries. To

take a deeper dive into our events and past activities, please visit our website wpbid.org and access our most recent annual report [here](#).

Further Information & To Express Interest:

Please send the following to Jennifer Furioli, Executive Director (jenn@wpbid.com)

- Cover letter detailing your interest in the opportunity and why you think you may be the appropriate fit to assist us, relevant experience, a list of two references and any other information you may believe will be helpful for us to understand your skill set.
- Upon review of submitted introductory letters, the BID will schedule interviews (zoom or in-person) with applicants we feel hold the relevant skill set.
- Our budget is up to \$60.00/ hour
- This is a 1099 Contractor position and is likely to last 6 months. The terms and hours will be defined by the scope of work and events fundraising timeline schedule. However, we expect that at the beginning, the consultant will require at least 25-30 hours per week for the first three months to address immediate sponsorship timelines.