



**Company:** Anaheim Ducks and the Honda Center  
**Title:** Manager – Corporate Partnerships  
**Reports to:** Director of Corporate Partnerships  
**Process:** Submit Resume to [www.TurnkeySE.com](http://www.TurnkeySE.com)

**BACKGROUND:**

Honda Center is the premier entertainment and sports venue in Southern California. Recently ranked as one of the top five arenas in the country by Billboard Magazine for 2010, the venue is owned by the city of Anaheim and managed by Anaheim Arena Management. The venue also recently announced a multi-million dollar improvement project, the most significant upgrade to the facility in its history. Included in the plans are a new Grand Terrace indoor-outdoor entertainment area, a 250-seat full service restaurant and significant additions to the venue's food and beverage offerings. The announcement came on the heels of upgrades to all 84 luxury suites, replacement of all seats in the arena and the addition of two new marquees outside the busy travel corridors that encircle the arena. The National Hockey League's Anaheim Ducks have called the Honda Center home since their inaugural season in the fall of 1993. In addition to Ducks games each year, the arena hosts sporting events such as the annual John R. Wooden Classic, Professional Bull Riders, concerts by top performers including U2, Paul McCartney and the Eagles, and family shows like Stars on Ice, Ringling Bros. and Barnum & Bailey Circus and the Harlem Globetrotters.

The Anaheim Ducks entered the National Hockey League in 1992 and played their first-ever game on October 8, 1993 at the Honda Center (then Arrowhead Pond of Anaheim). One of 30 franchises located throughout the United States and Canada, the Ducks have played to over 90% capacity crowds in their history at the 17,174-seat Honda Center. On June 20, 2005, the Ducks' franchise was purchased by Orange County residents Henry and Susan Samueli. By securing the first Stanley Cup championship in franchise history in 2007, the club also became the first team from California to win hockey's ultimate prize. The Ducks have been to the Conference Finals three times (2003, 2006 & 2007) and to the Stanley Cup Final twice (2003 & 2007) and have qualified for the playoffs five times in the last six seasons.

The Anaheim Ducks and the Honda Center have retained Turnkey Search to search, screen and recruit qualified candidates to become the Manager of Corporate Partnerships.

**Any interested candidates should contact Turnkey Search directly.  
Contacting the Anaheim Ducks or the Honda Center will only delay consideration of your qualifications.**

### **SUMMARY:**

The Manager of Corporate Partnerships will be responsible for selling large-scale, exclusive and non-exclusive category partnerships that incorporate all hockey team and arena-controlled marketing and media assets. These assets include, but are not limited to: traditional signage, television, radio, print and digital (internet), corporate hospitality and regional intellectual property rights/promotional rights. The Manager will manage and oversee the entire sales process from the prospecting phase for new business to the execution of the contractual agreements with corporate partners. The Manager will also be responsible for assisting the research analysts, when necessary, to create marketing partnership proposals and provide input to generate effective consumer insight data.

### **ESSENTIAL DUTIES AND RESPONSIBILITIES:**

To perform this job successfully, an individual must have a passion for sales and successful experience as noted below:

- Responsible for selling all Anaheim Ducks and Honda Center-controlled marketing assets.
- Aggressively prospect local, regional and national brands for new revenue opportunities.
- Secure prospect meetings that result in comprehensive needs analyses to gain further understanding of the prospects' goal and objectives.
- Work with in-house counsel to administer a fully execute contractual agreements for new business and renewal opportunities.
- Assist the Corporate Partnerships Activation team to ensure that all negotiated contractual benefits are executed.
- Responsible for the financial collections for each respective account sold.
- Maintain and report weekly sales/prospecting activity.
- Assist with the creation and development of sales collateral and other technology-related materials.
- Collaborate with Marketing (and other internal departments) to integrate Anaheim Ducks and Honda Center initiatives into corporate partnership programs.

### **EDUCATION & EXPERIENCE REQUIRED:**

In addition to possessing the necessary experience and skill set to achieve the tasks established above, the Manager of Corporate Partnerships must also meet the following requirements:

- Minimum of seven (7) to ten (10) years of proven corporate partnership sales experience within the sports and/or entertainment business industry.
- Excellent verbal, written and presentation skills.
- Ability to effectively prospect ("cold call") companies for qualified sales leads and to call on executive-level decision-makers for new business opportunities.
- Ability to effectively interface with various departments and personnel within the organization.
- Possess a "rolodex" of industry contacts.
- Working knowledge of Microsoft Office / CRM applications.
- Flexible schedule with the ability to work nights and weekends frequently to provide assistance ("coverage") for Ducks games and various Honda Center events.
- Bachelors Degree or equivalent.