



MINNESOTA YOUTH ATHLETIC SERVICES

1011 Osborne Road NE | Spring Lake Park, MN 55432

Director of Business Development & Strategic Partnerships

ABOUT MYAS

Minnesota Youth Athletic Services (MYAS) is a statewide 501(c)(3) nonprofit organization dedicated to improving and enhancing youth sports opportunities throughout Minnesota. Since 1991, MYAS has served as a leader in youth athletics by providing leagues, tournaments, championships, training and development programs, educational resources, officiating initiatives, and community impact opportunities that benefit youth athletes, coaches, parents, officials, schools, and volunteer athletic associations.

Today, MYAS serves more than 110,000 youth athletes annually through one of the most comprehensive youth sports portfolios in the Midwest. Through strong partnerships and commitment to community-based athletics, MYAS continues to create opportunities that positively impact participants both on and off the playing field.

POSITION OVERVIEW

MYAS is seeking a highly motivated, relationship-driven professional to serve as Director of Business Development & Strategic Partnerships. This is an ideal role for a sales professional with both a hunter's mentality and a farmer's mindset — energized by identifying new opportunities and closing deals while delivering exceptional long-term value to existing partners.

This role is responsible for generating new sponsorship revenue, expanding strategic partnerships, cultivating philanthropic support, and advancing community impact initiatives. The Director will represent MYAS throughout the community, engaging businesses, foundations, and decision-makers to connect brands and donors with 110,000+ youth athletes, coaches, parents, and community leaders annually.

WHY THIS OPPORTUNITY IS DIFFERENT

Unlike roles tied to a single event or venue, this position allows you to sell one of the most comprehensive youth sports portfolios in the Midwest. The Director will develop customized partnership solutions utilizing a wide range of assets, including:

- Tournament/event sponsorships & championship partnerships
- Website, digital advertising, social media & email marketing
- Livestream/video content, on-site activations & experiential marketing
- Signage, branding & coach/parent/official education programs
- Community impact, scholarship & cause-related marketing campaigns
- Multi-sport packages & corporate philanthropy initiatives



ESSENTIAL DUTIES & RESPONSIBILITIES

Business Development & Revenue Generation

- Prospect, identify, and secure new sponsorships, partnerships, advertising agreements, and donations.
- Build and maintain a robust pipeline through networking, cold outreach, referrals, and community engagement.
- Meet and exceed annual sponsorship, fundraising, and partnership revenue goals.
- Create customized partnership packages leveraging the full MYAS program and digital asset portfolio.
- Prepare and deliver compelling presentations and proposals; negotiate agreements from proposal through renewal.
- Identify new inventory, activation opportunities, and partnership concepts to generate additional revenue.

Partner Retention & Relationship Management

- Serve as the primary relationship manager for assigned sponsors, partners, and donors.
- Maintain regular communication to ensure contractual obligations are fulfilled and expectations exceeded.
- Develop renewal strategies, growth plans, and year-end impact reports demonstrating partnership ROI.
- Identify and pursue opportunities to expand existing partnerships and drive year-over-year growth.

Community Impact & Fund Development

- Support growth of the MYAS Community Impact Fund through sponsorships, donations, grants, and fundraising.
- Build relationships with corporations, foundations, and philanthropic partners supporting youth sports access.
- Collaborate with leadership to expand scholarship, equipment assistance, and community outreach programs.
- Develop cause-related marketing campaigns aligning business goals with meaningful youth sports outcomes.
- Explore grant opportunities, matching gift programs, and charitable giving initiatives.

Community Engagement, Brand Representation & Strategic Planning

- Represent MYAS at tournaments, events, networking functions, and community gatherings statewide.
- Build relationships with business leaders, foundations, elected officials, and industry professionals.
- Maintain accurate CRM records of sales activities, prospects, contracts, and performance metrics.
- Monitor industry trends to identify emerging opportunities; collaborate across departments on deliverables.

QUALIFICATIONS

Minimum Requirements

- 4+ years of demonstrated success in business development, sponsorship sales, fundraising, or related fields.
- Proven ability to build relationships, generate new business, and retain existing clients.
- Strong written, verbal, presentation, and negotiation skills.
- Ability to manage multiple priorities and work independently within a collaborative team environment.
- Experience with CRM systems and sales tracking tools.
- Valid driver's license, reliable transportation, and availability for evenings/weekends as needed.



Preferred Qualifications

- Experience in sports sponsorship sales, nonprofit fundraising, corporate partnerships, or sports marketing.
- Familiarity with digital advertising, social media, experiential marketing, and brand activation.
- Existing network of business and community relationships within Minnesota.
- Experience with charitable foundations, donor development, grants, or community impact initiatives.
- Bachelor's degree from an accredited college or university.

IDEAL CANDIDATE

We're looking for a self-starter who thrives on building relationships, is comfortable initiating conversations with new prospects, and is passionate about youth sports and community impact. The ideal candidate is competitive, goal-oriented, organized, professional, and equally committed to acquiring new business and growing existing partnerships.

WORK SCHEDULE & LOCATION

- Monday–Friday, 8:00 a.m. – 4:00 p.m. with some flexibility; minimum 37.5 hours/week.
- Evening and weekend availability required to support tournaments, leagues, and events.
- On-site position at the MYAS office in Spring Lake Park, MN (not remote).

COMPENSATION & BENEFITS

MYAS offers a competitive salary, comprehensive benefits, and meaningful performance-based earning potential.

Benefits

- 10 paid holidays + 2 personal days annually
- Medical and dental insurance
- Company-paid life insurance (\$50,000) and long-term disability
- SIMPLE IRA with 3% company match
- Cell phone & internet reimbursement (\$1,800/year)
- Longevity Bonus Program (1.75%–4% of annual salary based on tenure)
- Team Rewards Program (up to \$3,000 annually)

Incentive Opportunities

- Performance-based bonuses for achievement of strategic objectives.
- Commission opportunities tied to sponsorship revenue growth.
- Optional Tournament Director assignments at \$30.00/hour.

HOW TO APPLY

Submit a cover letter, resume, and letters of recommendation (if available) to:

Dawson Blanck — dawson@myas.org | Dan Craighead — dc@myas.org

Applications accepted until the position is filled.

MYAS is an equal opportunity employer. All qualified applicants will receive consideration without regard to race, color, religion, sex, national origin, age, disability, sexual orientation, or any other characteristic protected by applicable law.