



Sponsorship & Corporate Partnerships Manager

Overview & Job description





Overview

Sponsorship & Corporate Partnerships Manager plays a key role in developing and maintaining strategic relationships with sponsors, business partners, stakeholders and members across the Royal Norfolk Agricultural Association (RNAA) and its flagship event, the Royal Norfolk Show. The role is responsible for driving commercial partnerships, securing sponsorship opportunities and delivering exceptional hospitality experiences that enhance the reputation of the Association and support its charitable and commercial objectives. Working closely with businesses, industry leaders and rural organisations, the postholder acts as a key ambassador for the RNAA, helping to strengthen engagement with the agricultural, food, rural and business communities.

Key responsibilities include identifying and nurturing partnership opportunities, managing sponsor and stakeholder relationships, coordinating corporate hospitality packages, overseeing guest experiences at major events, and ensuring partnership benefits are delivered effectively. The role also involves supporting networking events, membership engagement activities and business development initiatives that contribute to the long-term growth of the Association.

This is a senior role within the organisation.



What does Success look like?

Success in this position requires excellent relationship-management skills, strong commercial awareness, outstanding organisational ability and a customer-focused approach. Our Sponsorship & Corporate Partnerships Manager must be confident in working with senior stakeholders, managing multiple projects simultaneously and delivering high-quality experiences that reflect the RNAA's values and commitment to supporting food production, farming and the countryside.

The position contributes directly to the RNAA's mission of bringing people and businesses together through inspiring events and initiatives, while helping to secure the partnerships and revenue streams that support its charitable work and the continued success of the Royal Norfolk Show and our other events and projects.

Success includes meeting if not exceeding budgeted income targets, securing business support for our activities, and building an array of businesses and individuals committed to our work.



Key Responsibilities

Working directly with the CEO you will be exceptional at building effective relationships with business and community leaders.

Your key responsibilities include:

- Build and secure corporate partnerships to support our charitable work on an enduring basis.
- Plan and deliver all sponsorship requirements (for Royal Norfolk Show and other activities).
- Plan and deliver all hospitality in relation to sponsorship, corporate partnerships and RNAA Membership.
- Design and grow the RNAA Business Membership proposition.
- Coordinate RNAA Award programmes.
- Be prepared to coordinate VVIP and VIP visits to the RNAA.
- Support the CEO and DCEO as required.



About us

The Royal Norfolk Agricultural Association (RNAA) is a leading charitable organisation providing support to food production, farming and the countryside in Norfolk. Best known for the Royal Norfolk Show, the UK's largest two-day county show, we deliver a range of programmes and events throughout the year to support the agricultural sector and to provide a point of connection for the public to learn more about where their food comes from.

We operate from Norfolk Showground located at Costessey on the south-western edge of the city of Norwich. To help fund our charitable work the RNAA operates two trading subsidiaries, Norfolk Showground Ltd and Norfolk Food Hall Ltd.

Dream of working with the region's favourite brands?

Can you bring in the money?

What are you waiting for?



About you

First and foremost you will have the character to enhance the chemistry of this hard working and high performing team. With your substantial experience and inclusive style, you will naturally build relationships with some of our most important stakeholders – businesses, community-based organisations and members. You'll only require minimal supervision; a self-starter you will be eager to exceed your goals and targets. Your exceptional attention to detail is not in question and you will operate at pace, joining the dots, and think outside the box. You will have already identified the solution before the problem occurs. You will have flair, magnetic energy and add value to everything we do.

Commercially focused you will also have an empathy with our charitable work to promote and support food, farming and the environment.



Our Values

As a small team we believe passionately in what we do. We love Norfolk and we love promoting food, farming and countryside, as well as encouraging the use of the Norfolk Showground site by as many people as possible.

These are our team values:

1. We show respect and kindness to all.
2. We are approachable and collaborative.
3. We are driven and ambitious.
4. We nurture our Family.
5. We deliver EXCELLENCE in all that we do.





How to Apply

To apply, please do so in writing, outlining why you feel you might be suitable for this role, including:

- an up-to-date CV.
- a covering letter explaining why you are interested in this role, how your strengths and experience make you suitable for it and what you feel you could bring to the RNAA.
- an indication of your current salary package and your expectation for this position.

Closing date for applications: Monday 29 June 2026. Shortlisted candidates will be invited to first interview on Wednesday 8 July 2026.

Applications by email to mark.nicholas@rnaa.org.uk

Outline package

- Competitive salary.
- Employer's pension contributions of 6%.
- Private Healthcare and Death in Service benefit.
- Training allowance.
- Free car parking.

The Royal Norfolk Agricultural Association is an equal opportunities employer.
NO AGENCIES.

Norfolk Farming Conference

10 FEBRUARY 2026
NORFOLK EVENTS CENTRE

TICKETS

THEMES

- 01 ACHIEVING MORE VALUE FROM OUR LAND
- 02 FUTURE NEEDS FOR FUTURE FARMING SYSTEMS
- 03 LANDING THE MESSAGE - ENABLING FARMERS TO USE THEIR VOICE FOR POSITIVE CHANGE IN THE UK

OUR SPONSORS



SPONSORSHIP & CORPORATE PARTNERSHIPS MANAGER – ROLE DESCRIPTION

Reports to:	CEO
Purpose:	Lead the generation and coordination of sponsorship and build corporate partnerships to support our charitable activities, including the Royal Norfolk Show. Generate income to support our work.
Duties & Responsibilities:	<ul style="list-style-type: none"> • Build and develop commercial relationships throughout the year to secure sponsorship and develop corporate partnerships. • Plan, coordinate and deliver sponsorship requirements for the Royal Norfolk Show and Norfolk Farming Conference and any other event. • Identify and secure corporate/business support for our other charitable activities – including forum and networking events, grants, bursaries and scholarships as part of our Opportunities Fund, and educational activities delivered by our Food & Farming Discovery Trust. • Develop a new Business member proposition. • Plan and deliver the RNAA’s high-end hospitality requirements for the Royal Norfolk Show and for other occasions, as required. This includes the President’s hospitality and Vice-Presidents and Members catering. • Plan and deliver, with the assistance of Head Steward Sponsorship, the Sponsors & Corporate facility at the Royal Norfolk Show. • Coordinate third party hospitality bookings for the Royal Norfolk Show. This includes use of the Long Acre facility and pavilions. • Coordinate entries for and the delivery of RNAA award ceremonies, to include Long Service Awards, Timothy Colman Prize, Show Fellowships, and any other award scheme included in the President’s programme of events. • Be prepared to assist with aspects of VVIP and VIP hosting for the Royal Norfolk Show and other RNAA occasions. • Maintain access to the CEO’s outlook – emails and diary. • Undertake other suitable tasks as allocated by the CEO and DCEO.
Skills & attributes	<ul style="list-style-type: none"> • Experience of sales income generation, marketing and brand awareness and business development. • Event planning and management. • An eye for detail. • Excellent communication skills; verbal and written. • Outstanding ability to engage with customers at all levels. • Delivering first class customer service. • Excellent administration skills and high levels of organisation. • A good working knowledge of Microsoft Office packages. • Ability to liaise with people at all levels and deal with situations calmly and effectively. • Discretion, charm and efficiency. • An exceptional host. • A strong team working ethic and a curious mind.
Scope:	Permanent and full-time post 35 hours per week. Due to the nature of our work working over and above will be required in the run-up to the Royal Norfolk Show. The role is office based at Norfolk Showground.