

*edible*MADISON

New Business Development and Event Sponsorship Associate

Business: Edible Madison (Forager Publishing, LLC)

Location: Remote (with expected on-site presence for local meetings and events in the Madison, WI area). Prefer that the contractor is based in the Madison area.

Contract Type: Independent Contractor

About Edible Madison

Edible Madison is a quarterly print publication and online platform dedicated to celebrating the local food culture of Southern Wisconsin. Through high-quality journalism, photography, and community engagement, we connect readers with the people, places, and stories behind our region's vibrant food scene. We champion local farmers, artisans, chefs, and sustainable food practices, fostering a stronger, healthier, and more delicious community.

Edible Madison is part of the Edible Communities publishing network of more than 80 distinct culinary regions in North America. Locally owned and operated, *Edible Madison* is the first Edible publication in Wisconsin, and we aim to educate residents and travelers about the importance of supporting local and the opportunities to participate in the region's food economy.

Job Summary

Edible Madison is seeking a highly motivated and results-oriented New Business Development and Event Sponsorship Associate to drive revenue growth through strategic partnerships and event sponsorships. This individual will be responsible for identifying, pursuing, and securing new advertising clients and event sponsors who align with *Edible Madison's* mission and values. The ideal candidate will have a proven track record in sales, business development, or sponsorship acquisition, excellent communication skills, and a passion for local food.

Compensation

- **Fee & Payment:**
 - *Edible Madison* will pay twenty percent advertising and sponsorship commission for new business development and event sponsorship secured by associates.

- Payments will be made quarterly, on a schedule laid out annually, after invoices are paid.

Key Responsibilities

- **New Business Development & Ad Sales:**

- Identify and research potential advertising clients and sponsors within the local food, beverage, agriculture, lifestyle, and related industries.
- Develop and execute a targeted outreach strategy to generate new leads and partnership opportunities.
- Present compelling proposals tailored to prospective clients' needs, highlighting the value of partnering with *Edible Madison's* print, digital, and event platforms.
- Negotiate contract terms and close sales agreements for print and digital insertion.
- Upon securing an ad space commitment, the Associate must upload a signed insertion order/sales agreement (including size, price, issue date, and positioning requests) and advertising material to *Edible Madison's* shared online folder. A signed insertion order is required prior to ad being printed within the magazine or distributed via digital or other venues.
- Maintain a robust pipeline of prospects and track progress using shared sales management tools.

- **Event Sponsorship & Management:**

- Work closely with the *Edible Madison* team to identify key events for sponsorship opportunities (e.g., quarterly launch events, cooking demonstrations, local food festivals, farm-to-table dinners, community gatherings).
- Develop bespoke sponsorship packages that offer attractive benefits to potential partners.
- Prospect and secure event sponsors, ensuring alignment with event themes and *Edible Madison's* brand.
- Manage sponsor relationships and event timelines before, during, and after events to ensure satisfaction and foster long-term partnerships.
- Lead event management and execution.

- **Relationship Management:**

- Focus on meeting and developing relationships with business owners, organizations and other advertising partners.
- Cultivate and maintain strong, long-term relationships with new and existing clients and sponsors.
- Act as a primary point of contact for new accounts, ensuring their needs are met and expectations exceeded.

- Follow up on invoicing and manage late payments.
- **Market Research & Strategy:**
 - Stay informed about industry trends, competitive landscape, and local business developments to identify new opportunities.
 - Participate in local and regional events that align with the *Edible Madison* mission.
 - Contribute to the development of sales and sponsorship strategies.
- **Reporting:**
 - Provide regular reports on sales activities, pipeline status, and revenue forecasts.

Qualifications

- Proven experience (3+ years) in sales, business development, sponsorship acquisition, or a related field, preferably within media, publishing, events, or a food-related industry.
- Demonstrated ability to identify leads, cold call, present, negotiate, and close deals.
- Exceptional communication, presentation, and interpersonal skills.
- Strong organizational skills and ability to manage multiple priorities and deadlines.
- Self-motivated, proactive, and results-driven with a strong work ethic.
- Familiarity with concepts of CRM software and sales tracking using database spreadsheets.
- Passion for local food, sustainable agriculture, and community engagement.
- Ability to work independently as a contractor and integrate effectively with a small, dedicated team.
- Access to reliable transportation for local meetings and events.

To Apply

Please submit your resume and a cover letter outlining your relevant experience and why you are interested in this contractor role with *Edible Madison* to hello@ediblemadison.com.