



Advertising & Sponsorship Sales Representative

Airborne Park Speedway – Plattsburgh, NY
Devil's Bowl Speedway – West Haven, VT

Position Summary

Airborne Park Speedway and Devil's Bowl Speedway are seeking a motivated, outgoing, and goal-driven Advertising & Sponsorship Sales Representative to generate revenue and build business partnerships across two of the Northeast's premier dirt racing facilities.

This position is responsible for selling advertising packages, securing sponsorships, and developing long-term relationships with local and regional businesses throughout New York and Vermont.

If you're competitive, relationship-focused, and driven by commission-based income, this is a high-opportunity position with strong earning potential.

Primary Responsibilities

Advertising Sales

- Sell billboard signage at both facilities
- Secure race night and event title sponsorships
- Sell class sponsorships (Modifieds, Sportsman, etc.)
- Promote victory lane and podium branding opportunities
- Sell live stream advertising packages
- Secure concession stand sponsorships and signage placements
- Promote VIP suites and hospitality advertising opportunities

Business Development

- Prospect new local and regional businesses
- Build and maintain long-term partner relationships
- Conduct in-person sales meetings and presentations
- Create customized sponsorship proposals
- Follow up consistently and close deals

Account Management

- Ensure sponsor fulfillment and visibility
- Maintain strong communication with partners
- Assist with renewal strategy for returning advertisers
- Identify upsell opportunities

Ideal Candidate

- 2+ years of sales experience (preferred) with advertising, media, sports, or business to business
- Strong communication and closing skills
- Comfortable making cold calls and in-person visits
- Self-motivated and organized
- Works well independently
- Passion for racing or live events is a plus

Compensation Structure

- Base salary (optional depending on candidate experience)
- Commission structure agreed upon between both
- Performance bonuses
- Unlimited earning potential based on sales performance

Schedule & Work Environment

- Flexible daytime schedule for sales meetings
- Evenings/weekends required during race season on race nights
- Travel between Plattsburgh, NY and West Haven, VT

Why This Role is Unique

You will represent two established racing brands, giving you a larger market footprint and broader advertising inventory to sell. This dual-track opportunity allows for bundled sponsorship packages, expanded exposure for advertisers, and greater commission potential.