



AIGA Dallas Director of Partnerships

Minimum Tenure: 2 years

Maximum Tenure: 4 years

Role Purpose

The Director of Partnerships builds and sustains meaningful relationships between AIGA Dallas and local businesses, organizations, and nonprofits that support design and designers. This role focuses on creating mutually beneficial partnerships—extending beyond financial sponsorship to include venues, in-kind support, shared visibility, and long-term collaboration.

This is an active, relationship-oriented leadership role centered on trust, follow-through, and thoughtful integration of partners into chapter programming.

Mission

To cultivate and maintain strong partnerships that enhance AIGA Dallas programming, expand community reach, and create value for both the chapter and its partners through intentional, respectful collaboration.

Core Responsibilities

- Proactively identify and pursue new venue and partnership opportunities aligned with AIGA Dallas's mission and values
- Develop and maintain a Partnership Package that clearly outlines:
 - Partnership opportunities and tiers
 - Ways partners can support the chapter (venues, in-kind support, services, financial contributions)
 - What AIGA Dallas provides in return (visibility, engagement, recognition, community access)
- Maintain an organized spreadsheet of current and potential venues, tracking:
 - Outreach dates
 - Responses and follow-ups
 - Events hosted
 - What AIGA Dallas provided in return (social posts, logo placement, stage time, etc.)

- Maintain a detailed spreadsheet of current and potential partners (intentionally avoiding the term “sponsor”), documenting:
 - Last contact date
 - What partners provide to the chapter
 - What AIGA Dallas provides in return
- Collaborate with Program Chairs to:
 - Understand event goals and needs
 - Identify partner opportunities that enhance the attendee experience
 - Align partner involvement with clearly defined event objectives
- Suggest creative partner activations such as:
 - Donated materials or supplies
 - Food or beverage support
 - Mentorship time
 - Educational or experiential contributions
- Develop and maintain a Partnership Integration Kit to guide Event Chairs, including:
 - Pre-event partner acknowledgment (social posts, emails)
 - On-site engagement best practices
 - Post-event thank-you emails and social recognition
- Maintain regular communication with partners to understand:
 - How they prefer to engage
 - Which types of events interest them
 - Capacity and timing for collaboration
- Ensure partners are:
 - Included in cross-promotion
 - Clearly informed about event details
 - Formally thanked within 24 hours of event conclusion
- Be prepared to step in and lead an event in the absence of the Event Chair when needed
- Attend at least half of AIGA Dallas events and one board meeting per month

Engagement Expectations

This role requires consistent outreach, relationship management, and follow-through. The Director of Partnerships is expected to:

- Maintain an active pipeline of relationships
- Communicate clearly and professionally with partners
- Ensure promises are kept and value is delivered on both sides
- Proactively identify opportunities for deeper collaboration

- Represent AIGA Dallas with professionalism and warmth

Success in this role is measured by strong relationships, repeat partnerships, and partner satisfaction.

Time Commitment

- Ongoing engagement throughout the year
- Increased involvement leading up to major events
- Attendance at monthly board meetings
- Some evening and weekend availability expected

Collaboration & Reporting

- Reports to the Chapter President
- Works closely with:
 - Program Chairs
 - Director of Communications
 - Social Media Chair
 - Onsite Experience Chair
 - Executive Board

Skills & Traits

- Substantial experience in event planning and execution
- Excellent verbal and written communication skills
- Strong relationship-building and follow-up abilities
- Highly organized and detail-oriented
- Comfortable managing multiple conversations and projects simultaneously
- Works well remotely: resourceful, independent, and self-motivated
- Collaborative, proactive, and solution-oriented
- Cross-cultural literacy and commitment to inclusive partnerships



Measures of Success

- Strong, recurring relationships with venues and partners
- Clear documentation and organization of partner activity
- Well-integrated partner participation in events
- Positive feedback from partners and program chairs
- Expanded reach and value of AIGA Dallas programming