World Baseball Academy, Inc.
1701 Freeman St.
Fort Wayne, IN 46802

Business Development & Partnerships Manager

Job Description



Business Development & Partnerships Manager

About World Baseball Academy

World Baseball Academy is a nonprofit organization that uses baseball as a platform for leadership development, youth engagement, and community impact, dedicated to its vision to develop leaders who positively impact the world. Operating the ASH Centre sports complex in Northeast Indiana, the organization delivers its mission through its core "4 T's of Impact": Training, Team Support, Tournaments, and Trips. These interconnected pathways include everything from local character mentoring and facility access to regional tournaments and international mission experiences. Through these intentional initiatives, WBA creates vital opportunities for young people to build skills, relationships, and leadership capabilities far beyond the game.

A Message from Our CEO

At World Baseball Academy, meaningful relationships help create opportunities for young people to learn, grow, and lead. We are seeking an experienced, relationship-driven professional with a demonstrated record of success in sales or business development and established connections throughout Fort Wayne and Northeast Indiana.

In this role, you will translate business relationships into lasting partnerships and corporate sponsorships to support our mission. We value initiative, credibility, persistence, follow-through, and the confidence to make a clear ask. This individual will also provide vital support for WBA fundraising campaigns and community events, creating the necessary capacity for our Director of Development to focus on major donors and long-term strategic priorities.

- *Caleb Kimmel | CEO, World Baseball Academy*

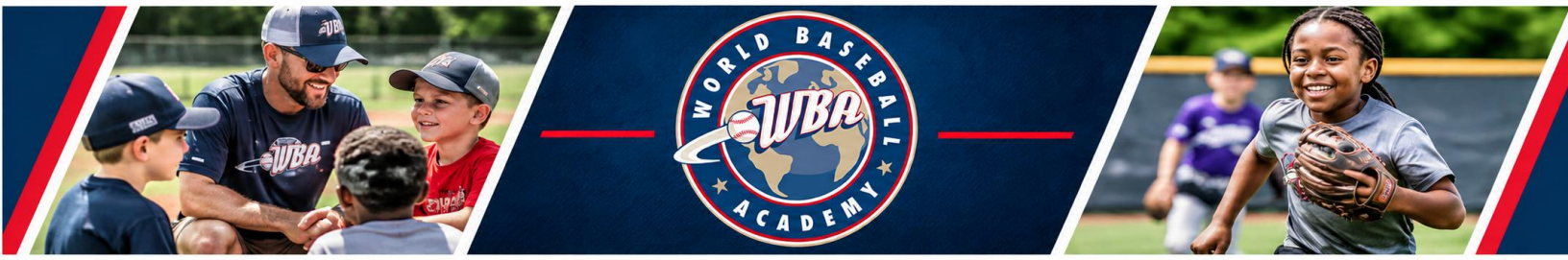
The Opportunity

The Business Development & Partnerships Manager will lead day-to-day corporate sponsorship development, cultivate and retain business partners, and generate new sponsorship revenue. Sales and partnership growth are the primary focus of this position, while detail-oriented event planning and coordination serve as meaningful complementary responsibilities. The successful candidate will be highly organized, bringing both existing relationships and the drive to create and manage new opportunities.

Position at a Glance

Position: Business Development & Partnerships Manager
Reports to: Director of Development
Location: ASH Centre, 1701 Freeman St, Fort Wayne, IN 46802, with regional community outreach
Schedule: Full-time or part-time arrangement considered; occasional evening and weekend events
Compensation: Negotiable based on experience, responsibilities, and agreed-upon hours





Primary Responsibilities

Business Development & Sponsorship Growth

- Activate established professional relationships and build new connections with business owners, corporate leaders, employers, and civic organizations.
- Prospect for, present, negotiate, and secure banner sponsorships, event sponsorships, and other corporate partnerships aligned with WBA's mission.
- Manage a disciplined pipeline of qualified prospects, meetings, proposals, commitments, renewals, and next steps; report progress against agreed-upon goals.
- Represent WBA at business gatherings, networking events, and partner meetings; confidently initiate conversations and make direct financial asks.

Partner Stewardship & Retention

- Maintain regular contact with assigned sponsors, understand their priorities, and pursue renewals and expanded partnerships.
- Coordinate promised sponsor benefits, recognition, and impact communications with WBA colleagues; ensure responsive follow-through.

Event Planning & Coordination

- Support the planning and delivery of fundraising and community events, including Dinner on the Diamond and Wiffle Ball Spooktacular, with particular emphasis on sponsorships and corporate engagement.
- Coordinate assigned vendor, volunteer, timeline, logistical, and sponsor-fulfillment activities; lead designated event workstreams when agreed with the Director of Development.
- Support event follow-up and partner appreciation while maintaining ongoing business development activity throughout the year.

Collaboration & Accountability

- Maintain accurate partner records in WBA's designated contact or donor-management system.
- Coordinate with development, communications, and operations colleagues; provide regular updates on sponsorship activity, commitments, challenges, and event deliverables.

Role Balance

Business development, sponsorship sales, and partner retention remain the central priorities year-round. Event responsibilities will increase around major WBA events, with specific ownership and priorities agreed upon with the Director of Development.

The Candidate We Seek

Required Qualifications

- Demonstrated professional experience in relationship-based sales, business development, sponsorship sales, or corporate account management.
- Proven success developing opportunities and securing revenue, sponsorship commitments, or comparable business results.
- Established professional connections in Fort Wayne and/or Northeast Indiana, with the ability to activate those relationships for substantive business conversations.
- Confidence in prospecting, presenting, negotiating, making direct asks, and maintaining consistent follow-through.
- Ability to work independently, manage priorities, and take accountability for business development outcomes.

Preferred Qualifications

- Experience securing corporate sponsorships or building nonprofit partnerships.
- Experience supporting fundraising or community events and coordinating multiple stakeholders.
- Familiarity with CRM tools, prospect tracking, and sales reporting.

A college degree is preferred; however, WBA places greater weight on demonstrated results, established relationships, and relevant professional experience.

What Success Looks Like

- New corporate sponsorship revenue and qualified partnership opportunities are generated consistently.
- Existing sponsors are retained, well served, and offered meaningful opportunities to deepen engagement.
- An accurate, active sales pipeline and regular progress reporting support clear accountability.
- Assigned event responsibilities are delivered on time, with sponsor commitments fulfilled.

Compensation, Flexibility, Growth

WBA is open to full-time or part-time arrangements for the right candidate. Compensation and applicable benefits will be discussed based on the agreed-upon role and schedule. This position offers the opportunity to expand community partnerships and help sustain WBA's mission. Some meetings and events will take place outside conventional work hours.

How to Apply

Email a resumé and brief introduction to **resume@worldbaseballacademy.com**. Please describe your relevant sales or business development results, your professional network in Fort Wayne or Northeast Indiana, and an example of a partnership or revenue opportunity you personally helped secure.

worldbaseballacademy.com | The ASH Centre, Fort Wayne, Indiana