



Our Vision

At Racing Unleashed, we are driving the revolution of motorsport towards a global, inclusive experience that excites everyone. With state-of-the-art simulators and unique Racing Lounges, we create an atmosphere that perfectly combines thrill, technology, lifestyle, and hospitality. Our exclusive network connects motorsport fans, professionals, and the curious, making racing accessible to everyone, everywhere.

As we continue our international expansion, we are strengthening our commercial team with a Senior Sponsorships & Partnerships Manager who will take ownership of Racing Unleashed's sponsorship ecosystem and help grow our international partner network.

Senior Sponsorships & Partnerships Manager

Role Overview

The Senior Sponsorships & Partnerships Manager is responsible for acquiring, developing, and managing commercial brand partnerships for Racing Unleashed.

You will actively identify and approach potential sponsors, build strategic partnerships, negotiate agreements, and ensure successful execution of sponsorship programs. In addition, you will support and coach Racing Unleashed lounges in developing local sponsorship partnerships aligned with our global sponsorship framework.

This role is ideal for someone with a strong ownership mindset who is comfortable developing proposals, presentations, and commercial concepts independently.

You will work closely with the Chief Marketing & Commercial Officer and collaborate with marketing, lounge operations, and event teams to ensure successful partnership activation and long-term partner satisfaction.

Key Responsibilities

Sponsorship Acquisition

- Identify and approach potential sponsors across relevant industries.
- Build and maintain a strong pipeline of partnership opportunities.
- Develop and present compelling sponsorship proposals based on Racing Unleashed's sponsorship framework.
- Lead negotiations and close sponsorship agreements.
- Identify new partnership opportunities and formats that create value for both partners and Racing Unleashed.

Partnership Management

- Own and manage Racing Unleashed's sponsorship portfolio.
- Maintain strong relationships with brand partners and act as their primary point of contact.
- Ensure contractual deliverables and activations are executed successfully.
- Monitor partnership performance and identify renewal and upsell opportunities.
- Ensure partners experience measurable value and long-term engagement.

Lounge Sponsorship Support

- Support Racing Unleashed lounges in identifying and acquiring local sponsors.
- Coach lounge teams on how to approach and pitch potential local partners.
- Provide guidance, templates, and best practices for local sponsorship acquisition.
- Ensure local partnerships align with the overall sponsorship strategy and brand positioning.

Commercial Execution

- Develop partnership proposals and presentations independently.
- Prepare pitch decks, commercial concepts, and partnership materials yourself.
- Research relevant industry data, market insights, and brand information to support proposals and negotiations.
- Drive the entire commercial process from prospect identification to presentation and closing.

Pipeline & CRM Management

- Maintain a structured and up-to-date CRM system, ensuring all leads, opportunities, partner interactions, and deal stages are documented.
- Actively manage and nurture the sponsorship pipeline from first contact to closing.
- Track partnership opportunities, follow-ups, and negotiations to ensure consistent commercial progress.

- Provide clear visibility on pipeline development and commercial activities.
- Use the CRM as the central tool for managing sponsorship relationships, pipeline development, and commercial reporting.

Strategic Contribution

- Provide market insights and feedback to further develop Racing Unleashed's sponsorship offering.
- Collaborate with marketing and event teams to maximise partner visibility and activation opportunities.
- Contribute to the development of new sponsorship concepts and formats.
- Help strengthen Racing Unleashed's position as an innovative partner platform for brands.

Requirements

Professional Background

- 4-7 years of experience in sponsorship sales, partnerships, or commercial business development.
- Proven track record in acquiring and closing sponsorship or partnership deals.
- Strong negotiation and relationship-building skills.
- Experience working with brand partners, agencies, or commercial sponsors.
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- Ability to manage multiple stakeholders and projects simultaneously.
- Strong understanding of brand partnerships, experiential marketing, or sports and entertainment sponsorship.
- Experience in motorsport, esports, sports, entertainment, hospitality, or premium lifestyle sectors is an advantage.

Languages

- Fluent German and English (spoken and written) are mandatory.

Working Style

- Highly proactive and commercially driven.
- Strong ownership mindset and ability to work independently.
- Hands-on mentality: comfortable creating presentations, researching market data, and preparing proposals without relying on support staff.

- Structured, organized, and solution-oriented.
- Comfortable working in a dynamic, entrepreneurial environment.
- Strong interpersonal skills and ability to build long-term partnerships.
- Comfortable taking initiative, approaching potential partners proactively, and driving opportunities from first contact to closing.

What we offer

- A key commercial role in a rapidly growing motorsport and entertainment company.
- The opportunity to shape Racing Unleashed's global sponsorship ecosystem.
- A dynamic and entrepreneurial working environment.
- Collaboration with an international team passionate about motorsport, innovation, and performance.
- A competitive compensation package with a performance-based variable component.
- Work location in Cham (ZG), Switzerland with the possibility of up to two days of home office per week.

Reporting Line

This role reports to the Chief Marketing & Commercial Officer (CMCO).

Contact

If you have any questions, please feel free to contact our HR at +41 58 400 71 27 or write an e-mail to HR@racing-unleashed.com. Applications can only be considered if they are received via our online process, please only send questions to the above email address.

Apply now

