

CHANNING B. MCBRIDE

SPONSORSHIP & PARTNERSHIPS COORDINATOR

P: 404-747-3870 | E: Channing@TheEliteAdmin.Co | Atlanta, GA/Los Angeles, CA
NICE CROWD Cover Letter Website: <https://www.nicecrowd.theeliteadmin.co/>

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Dear NICE CROWD Hiring Team,

I am excited to apply for the Coordinator, Sponsorship & Partnerships position. With more than eight years of experience across entertainment operations, live events, executive support, creative production, and partner-facing work, I have built my career around turning complex commitments into organized plans, polished communications, and memorable audience experiences.

NICE CROWD's legacy immediately resonated with me. From its origins as a gathering place for the Black Hollywood community to the American Black Film Festival's continued role in advancing emerging talent and storytelling, the company has demonstrated how intentional experiences can create access, connection, and cultural impact. I would be proud to support the brand partners that help make those experiences possible.

My background aligns closely with the full sponsorship lifecycle outlined in the role. I have managed contracts and exhibits, invoices, partner communications, approvals, presentation materials, production requirements, VIP logistics, onsite delivery, and post-event follow-through across concurrent engagements. I have also produced a four-week, 14-city national tour across all U.S. time zones, supported a 7,000-plus-attendee conference delivered on a six-week timeline, and directed publisher relationships and asset delivery across three releases for a New York Times bestselling author.

One experience captures the judgment and responsiveness I would bring to NICE CROWD. At a 7,000-person conference, the leaders responsible for a required sponsor appeal had not fully reviewed the materials with only 15 minutes remaining. I quickly analyzed the sponsorship documentation, identified the essential message, connected it to the leaders' personal experiences, and drafted a story-driven appeal they could deliver authentically and confidently. The sponsor's commitment was honored, the leaders were equipped, and the audience received a message that felt personal rather than transactional.

I am equally comfortable building the systems behind the work. I create polished proposals and presentations, maintain accurate trackers, anticipate risks, clarify ownership, and keep executives, sponsors, vendors, and internal teams aligned through fast-moving timelines. I also bring proficiency in Microsoft Office, Adobe Creative Suite, Adobe Photoshop, monday.com, Asana, and AI-enabled tools that help accelerate research, writing, and proposal development without sacrificing quality or judgment.

I would welcome the opportunity to contribute my writing, relationship management, cultural awareness, and operational discipline to NICE CROWD's sponsorship and partnerships team. Thank you for considering my application. I look forward to the possibility of helping your partners show up meaningfully across ABFF and NICE CROWD's growing portfolio of cultural experiences.

Warmly,

Channing B. McBride