

## **SUMMER INTERNSHIP – The Marketing Street Team**

The summer internship program with the Camden Riversharks is one of the most exceptional and beneficial internships in the sports industry. It provides an opportunity to learn about many facets of the professional sports world through hands on experience. In addition to learning about the business side of the team, Camden Riversharks interns will have the opportunity to gain experience with the events side of the operation as well. By working home games during the season, interns will interact with fans and apply what they have learned to actual game day situations. By the end of the season, interns will have gained hands on experience working in:

- Marketing and Promotions
- Box Office Operations
- Stadium Operations
- Group Ticket Sales
- Corporate Partnerships
- Public Relations
- Community Relations and Customer Service
- Video Production
- Graphic Design
- Event Planning

The main responsibility of our street team is to “get the word out” about the Camden Riversharks. This is done by going out into our surrounding neighborhoods and promoting the team. Good ways to do this include delivering pocket schedules to local businesses and making appearances at local events.

All interns are also expected to assist with the production and execution of all home games. In this capacity, interns will help any and every department of the team in any way needed. Assisting the box office, taking tickets, ushering guests, fulfilling sponsorships, and maintaining the field are just a few of the tasks that interns will assist with on game days. At the Riversharks, no one is above pulling tarp on a rainy day – everyone from volunteers to the General Manager helps to get the job done.

More specifically, duties will entail:

- 1) Assisting with all aspects of the 2015 season’s theme nights, including:
  - a. Preparing call sheets and reaching out to organizations/groups related to theme
  - b. Brainstorming and planning in-game events and activities pertinent to theme night
  - c. Create marketing and promotional ideas to increase awareness of theme night
  - d. Attend theme night related events throughout surrounding community to promote night
- 2) Help with other marketing initiatives, including:
  - a. Social media
  - b. Grassroots marketing
  - c. Web
  - d. Etc.
- 3) Set up all preparations leading up to games on game day and execute all promotional aspects on- and off-field
- 4) Additional day-to-day front office responsibilities

**IF INTERESTED, CONTACT REBECCA ANDERSON AT:  
REBECCA@RIVERSHARKS.COM**