

SEMINOLES SPORTS MARKETING & FAN EXPERIENCE

INTERNSHIP APPLICATION

Thank you for your interest in Seminoles Sports Marketing. To apply for the Fall 2024 Seminoles Sports Marketing and Fan Experience Internship, send a cover letter, resume, questionnaire, and your marketing plan in PDF format to elogan2@fsu.edu. Please combine all pages into a single document if possible. If you have any questions, please contact Emme Logan at elogan2@fsu.edu.

The internship is currently scheduled for Monday, August 26, 2024 until Friday, December 13, 2024. There is the possibility of extension through May.

ABOUT THE DEPARTMENT

The Florida State University Athletics Marketing department serves as the face of the Seminoles brand and varsity sports teams to many of our fans and customers; as well as a source of revenue generation and ideation. Our commitment is to:

- Provide a high-quality experience to every fan that attends one of our games or events
- Create a fun and family-friendly environment at all our competitions and community events
- Promote, develop, and implement new ideas and initiatives to grow our fan base
- Embrace technology, fan feedback, research, and industry best practices to adapt for our fans and teams to continuously improve fan experience

INTERNSHIP DESCRIPTION

- Support the Marketing staff in all aspects of day-to-day operations; including game preparation, event participation, phone interaction, research, and other office duties as assigned
- Assist in the development of in-game promotions, sponsorship executions, giveaway distributions, VIP interactions and other gameday duties as assigned by full time staff at the following sports and events:
 - Football, Volleyball, Soccer, Cross Country, Men's Basketball, and Women's Basketball
- Provide assistance at community outreach events, campus events, and other opportunities to grow the Florida State Seminoles brand
- Research enhancements and new programming for Spear It Rewards and membership drives and improvements for FSU Kids Club
- Complete at least four office hours each week and assist in carrying out assigned in office responsibilities
- Manage grassroots marketing campaigns by distributing posters in and around Tallahassee community



MINIMUM QUALIFICATIONS

- Genuine interest in athletics and the sports industry as a whole
- Full time student at Florida State University
- Ability to manage time effectively and commit to working all assigned events and office hours
- Maintain a 2.50 GPA or higher for the duration of the internship
- Excellent oral and written communication skills as well as customer service skills
- Ability to multi-task and handle a fast-paced environment
- Please note that this internship is **UNPAID** however this can be completed for course credit (encouraged)
- After your first semester/year, there is the possibility of getting promoted to Lead Intern in which office hours will be paid hourly.

OTHER QUALIFICATIONS

- **Candidates must be able to make this internship a top priority**
- Candidates active in numerous clubs and activities will be reviewed, but they must be able to prove that this position will become the forefront of their priorities
- Hours for this position can range anywhere from 4 to 15 hours a week, depending on what sports are in season
- Commitment to being an intern for the entire academic year is preferred
- Candidates must be willing to work nights, weekends and holidays if necessary

BENEFITS

- Complimentary Florida State merchandise and apparel when available
- Career preparation including resume reviews, interview preparation, and industry introductions
- Networking opportunities with athletic department employees from all departments

HOW TO APPLY

To apply for the Fall 2024 Seminoles Sports Marketing and Fan Experience Internship, send a cover letter and resume along with the questionnaire below and your marketing plan in PDF format to Director of Marketing Emme Logan via email at elogan2@fsu.edu.

Applications for the fall internship are due on Wednesday, May 15, 2024 at 5 pm ET.



SEMINOLES SPORTS MARKETING INTERNSHIP APPLICATION

Name: _____ Email: _____ Cell Phone: _____

Hometown: _____ Major: _____ Expected graduation: _____

Classification: FR SO JR SR Grad Other Campus Involvement: _____

Leadership Positions in Above Organizations: _____

Do you have any experience with Adobe programs? Yes No

Do you plan on using this internship for class credit? Yes No

Do you plan on pursuing a career in sports post-graduation? Yes No

QUESTIONNAIRE

Please type your responses to these questions on a separate sheet of paper.

- 1) Why do you want to intern with Seminoles Sports Marketing?
- 2) What strengths or attributes do you possess that will make you successful in this internship? What sets you apart from the other applicants?
- 3) How will you successfully manage your time commitments between this internship, classes, and other activities?
- 4) If sophomore or older: What FSU athletic events have you attended in your time as a student? Describe your general frequency of attendance and list one experience in detail. For that game, what did you like and not like? What are ways that we could improve the student experience?
- 5) Are you aware of the Spear It Rewards program for students? If yes, what are ways that we can enhance it?
- 6) We break interns up into groups. We cannot guarantee that you will work with your top choice because we will place you in the group that we feel will be the most successful! Please rate the following sports and programs in order from 1 to 11 on your level of interest: (1 being the most and 11 being the least.)
 - Soccer, Volleyball, Cross Country + Track, Swim and Dive, Beach Volleyball, Tennis, Golf, Baseball, Softball, Kids Club (community outreach and kid friendly activity planning), Spear It Rewards (campus outreach)

MARKETING PLAN

Create a 1-page single game marketing plan for one of the following events:
Volleyball vs. Miami | Women's Basketball vs. Georgia Tech | Soccer vs. Pittsburgh

Sample questions to cover in your plan: How would you promote the game to the community and students? Is there a theme for your game? Who is your target market? Would you have any promotions? Is there an opportunity for a sponsor to get involved?

For planning purposes, expect all of these games to happen on a weeknight and to begin at 6 pm (WBB), 6:30 pm (VB) or 7 pm (SOC). If you can create graphics, please showcase your skills on your plan.

