



## **COMMUNICATIONS/SPORTS MARKETING INTERNSHIP – SPRING**

The Colorado Springs Sports Corporation (The Sports Corp) is a 501(c)3 non-profit organization committed inspiring and advancing Colorado Springs, Olympic City USA, and the Pikes Peak region through sport and community events.

Annual events include the 4<sup>th</sup> of July Symphony on Your Porch, Rocky Mountain State Games, Colorado Springs Sports Hall of Fame, The Broadmoor Cycle to the Summit, Colorado Springs Labor Day Lift Off, Pikes Peak Regional Airshow, a series of sports industry networking events and a golf tournament.

The primary focus of the spring internship will be to assist staff with all areas of communications, marketing and execution for Sports Corp major community events, including the Broadmoor Winter Horse Polo Classic (February 25, 2023), 4<sup>th</sup> of July Symphony on Your Porch (July 4, 2023), Rocky Mountain State Games (July 2023), The Broadmoor Cycle to the Summit (August 12, 2023), the Labor Day Lift Off (September 2-4, 2023), Pikes Peak Regional Airshow (September 30-October 1, 2023) and the Colorado Springs Sports Hall of Fame (October TBD, 2023). Interns will also work in some capacity on additional events organized and executed by The Sports Corp.

This internship will feature numerous hands-on projects, background/planning information for each event as well as after action analysis. Professional development sessions will be held on a regular basis to allow interns the opportunity to refine skills and talents necessary for future roles in communications, sports marketing and event management. Additionally, formal mid and final internship evaluations will be conducted for the purpose of further professional development.

### **QUALIFICATIONS**

- ♣ Students majoring in communications, marketing, sports marketing are preferred
- ♣ Strong initiative, positive attitude and the ability to work well with others
- ♣ Excellent verbal and written communication skills and creative ability
- ♣ Ability to meet deadlines and manage multiple projects
- ♣ Strong desire to learn and gain experience by working on a variety of projects in a professional work environment.
- ♣ Available to work a minimum of 20 hours per week during regular business hours (8:00 am - 5:00 pm, Monday – Friday) during the summer semester. *Additional hours will be required during events – usually on weekends or evenings.* Full calendar of events and expectations will be reviewed during orientation.

## **PRIMARY RESPONSIBILITIES & PROJECTS**

*The projects included below are representative, but not exhaustive, of the most important tasks.*

- ♣ Assist staff in all aspects of communications and sports marketing including marketing plan development and execution and social media use/marketing
- ♣ Become familiar with all procedures and communications of event management
- ♣ Develop and implement local/statewide social media plan that will integrate with the each major event marketing plan as well as develop special interest press releases focused on promoting the events
- ♣ Determine appropriate distribution channels for marketing materials including: e-newsletters, flyers, posters, etc. and develop a comprehensive distribution plan
- ♣ Assist staff in all aspects of event management including research, planning, facility evaluation, venue selection, equipment procurement, event operations, etc.
- ♣ Assist in identifying and communicating with sports organizations, leagues, athletic directors, etc. with the purpose of establishing relationships and promoting events
- ♣ Post-event feedback and evaluations on all Sports Corp events

## **CREDIT HOURS**

This is an **unpaid internship** but may include credit hours as determined by the internship program guidelines of the appropriate college. **Additionally, upon a successful completion of the internship and quality performance as determined by Sports Corp staff, a minimum \$500 stipend will be awarded at the conclusion of the internship.**

## **APPLICATION DEADLINE**

There is **not** a specific application deadline for this internship. Positions are filled as soon as candidates are interviewed, selected, and accept – usually several months in advance – but at the latest by **November 15**.

*Interested parties are asked to forward a letter of interest, resume and list of references to:*

**Aubrey McCoy**  
**Chief Operating Officer**  
**(719) 634-7333, ext. 1010**  
**[aubrey@thesportscorp.org](mailto:aubrey@thesportscorp.org)**