



COLORADO SPRINGS
SPORTS CORP

Marketing & Development Internship – Fall

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

Annual events include The Broadmoor Winter Polo Classic, Colorado Senior Games, Pikes Peak APEX, Rocky Mountain State Games, Star Spangled Symphony & Fourth of July Fireworks, The Broadmoor Cycle to the Summit, Colorado Springs Labor Day Lift Off, Pikes Peak Regional Airshow, Colorado Springs Sports Hall of Fame, and a series of sports industry networking events.

Marketing and development interns' primary focus will be assisting staff in all aspects of communication, marketing, fundraising, grants, sponsorships, partnerships, and execution of CSSC events. Interns will also work in some capacity on additional events organized and executed by CSSC.

CSSC internships feature numerous hands-on projects related to the planning, promotion and execution of each major event as well as participating in post-event evaluation. Professional development sessions are held on a regular basis and within regular workflow to allow interns the opportunity to refine skills and talents necessary for future roles in sports and event management. Additionally, formal mid and final internship evaluations will be conducted for the purpose of further professional development.

Qualifications

- Students majoring in Sports Management, Marketing, Management, Communications, and Public Relations programs are preferred but not required.
- Strong initiative, and ability to demonstrate the CSSC's core values: **Team Player, Positive Attitude, Dependable, Solutions Focused, High Standards.**
- 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.

- Proficient in Microsoft Office suite, Canva, JotForm, Adobe Suite, and social media platforms are preferred but not required.
- Available to work a minimum of 20-25 hours per week during regular business hours (9:00 am - 4:00 pm, Monday – Friday) during the fall semester. *Additional hours will be required during events – usually on weekends or evenings.* Full calendar of events and expectations will be reviewed during orientation.

Marketing & Development Primary Responsibilities & Projects

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

- Assist staff in all aspects of marketing, development, and fundraising including general administrative support.
- Contribute to CSSC marketing efforts through support of marketing plan development and execution, through communications across all CSSC platforms. General marketing projects include but are not limited to newsletters, content creation, social media strategy and scheduling, website support, graphic design and marketing calendar management.
- Assist in identifying and communicating with CSSC members, community partners, and sponsors to maintain relationships, launch upcoming Membership Program, and create end of year gift.
- Support CSSC end of year report through data collection and analysis.
- Participate in planning, preparation, and on-site execution for CSSC produced events, which may include evening / weekend shifts. Assist with pre-event logistics and post-event teardown as needed.
- Support sponsor fulfillment across all major events including but not limited to creating signage plans, hospitality, sponsor booth coordination, and communicating event day information.
- Support general development projects including but not limited to updating and making edits to the internal development tools/ trackers, writing contracts/agreements, conduct research on grants and opportunities, and continuing yearlong development projects.
- Fall Internship event support will include Pikes Peak Regional Airshow, Colorado Springs Sports Hall of Fame, and Pikes Peak Sports Economy Report.

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 successful completion of the internship and quality performance as determined by CSSC staff, a minimum \$1,000 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 accepted – usually several months in advance. but at the latest by **July 15**.

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

Travis Stedman

Director of Operations

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