

## K-State Fan Experience & Sales Internship Application

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**Applications Available:** Thursday, March 12

**Applications Due:** Friday, March 27

(Please submit a resume and cover letter along with your application)

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Internship openings are available in the following categories:

### **PROMO CREW**

*August 2015-May 2016*

For undergraduate students who are seeking a career in sports who have little to no experience. Promo crew interns work all special events, all home football games, other ticketed athletic events on a rotation, select Olympic sporting events, and community events.

Assist an undergraduate assistant with one of the eight internship responsibilities.

Work a minimum 40 hours per semester outside of working athletic games and special events.

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### **UNDERGRADUATE ASSISTANT**

*April 2015- May 2016 (Summer Hours Required)*

For students who are seeking a career in sports or event planning. 15 office hours are required each week, plus attendance at select home athletic events. Multiple weekly meetings are also required. Each undergraduate will work closely with either a ticketed sport, or manage the marketing and advertising plans for one or more Olympic sport.

Below are the specific internship descriptions:

#### ***Social Media Assistant***

Plan and execute all sales and promotional efforts on each of K-State Athletics' social media sites. This assistant position is also responsible for the brainstorming of new traffic generating ideas, the overall strategy of the department, and the monitoring of analytical sites. Create and post live content at home events. Create and execute the marketing plans for equestrian, track & field, and cross-country.

#### ***Gameday Experience Assistant***

Work with the director and graduate assistants to brainstorm ideas for all in-game entertainment for football, volleyball, basketball and baseball games. Maintain and update the music computers, research professional and collegiate teams for new ideas. Assist in the planning and set-up of pre-game activities including Willie's Fun Zone.

#### ***Guest and Community Relations Assistant***

Work with director to promote new programs to increase guest satisfaction and enjoyment at home athletic events. Schedule and staff undergraduate interns at community events throughout Manhattan and the surrounding area to further the brand of K-State Athletics.

#### ***Research***

Schedule, set-up and execute all fan experience & sales research efforts, then evaluate and report results. Continually research ways to improve our fan experience and collect/analyze fan input. Create postgame and end of season recaps evaluated by Sr. Director and Associate AD.

#### ***Group Sales Assistant #1***

Assist the Assistant Director of Fan Strategies on all group ticket campaigns for tickets sports and handle all customer relations for group ticket purchasers. Coordinate and oversee birthday parties at ticketed sports.

#### ***Group Sales Assistant #2***

Assist the Assistant Director of Fan Strategies on all group ticket campaigns for tickets sports. Create digital graphics advertising group ticket efforts.

**Student Marketing/Attendance Assistant- Football and Men’s Basketball**

Assist the Fan Experience & Sales Coordinator on all student outreach efforts for football and men’s basketball. Develop the marketing plan for student pass sales, and promotion of attendance at football and men’s basketball.

**Student Marketing/Attendance Assistant- Volleyball, Soccer, Women’s Basketball and Baseball**

Assist the Graduate Assistants on all student outreach and attendance efforts for volleyball, soccer, women’s basketball, and baseball. Work with Graduate Assistants on other various efforts and responsibilities for volleyball, soccer, women’s basketball and baseball.

**K-State Fan Experience & Sales Internship Application Form**

Please also enclose your resume and cover letter.

Submit applications via email to Dominic Fazio at [dfazio@kstatesports.com](mailto:dfazio@kstatesports.com)

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Name: \_\_\_\_\_ Email: \_\_\_\_\_

Expected graduation date: \_\_\_\_\_ Major: \_\_\_\_\_

Cell phone number: \_\_\_\_\_

What is your dream job? Please be specific.

Do you plan to be otherwise employed during the school year? If yes, how many hours a week do you work?

Which option for the internship are you interested in? \_\_\_\_\_ Promo Crew (*August 2015-May 2016*)  
\_\_\_\_\_ Assistant (*April 2015- May 2016 Summer Hours Required*)

Please please rank 1 through 3 the internships that you are most interested in, with 1 being the one that interests you most:

- |                                |                                 |                                 |
|--------------------------------|---------------------------------|---------------------------------|
| _____ Social Media             | _____ Gameday Experience        | _____ Group Sales #1            |
| _____ Group Sales #2           | _____ Guest/Community Relations | _____ Research/Online Revenue   |
| _____ Student Marketing FB/MBB | _____ Student Marketing VB/BSB  | _____ Student Marketing WBB/SOC |

How do you see this internship helping you achieve your career goals?

Describe a program or event that you planned and executed from start to finish.

What is one thing you would like to accomplish during your internship?

If you were tasked with promoting a K-State game to students, how would you do it?

What is your favorite part of attending K-State events, aside from the actual game?