



SACRAMENTO STATE

**2005 HORNET
MARKETING AND
PROMOTIONS
INTERNSHIPS**



OFFICIAL APPLICATION



SACRAMENTO STATE

COME AND JOIN THE SPORTS
MARKETING TEAM!

OUR INTERNSHIPS

*GREAT RESUME BUILDER
LEARN NEW IDEAS ABOUT SPORTS
MARKETING
AND MUCH, MUCH MORE!*



SACRAMENTO STATE

**INTERNSHIPS WITH HORNET SPORTS
MARKETING**

Internships with the Hornet Sports Marketing Department are an exciting opportunity to enhance your knowledge in the sports industry. Hornet athletics is not only part of our entire athletic department but is also a liaison for various campus and community groups. This internship will provide you with a priceless experience that will benefit you throughout the future of your career.

Internships are awarded on an annual basis. The Intercollegiate Athletic Department is currently seeking qualified applicants for the 2005-2006 school year. If you are a Sacramento State student and would like to get involved in a fun and exciting internship, then we encourage you to submit the attached application.

Hornet Sports Marketing interns will receive Hornet merchandise and apparel, tickets to Hornet athletic events, interaction with department staff and an opportunity to earn class credit.

Serving on the Hornet Promotions Team also provides students a great opportunity to work in the fast paced environment at Hornet Athletic events.

The intern position will help each student to gain experience in social interaction, creative thinking and problem solving with groups and individuals. You will enjoy having fun in a professional environment.



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INTERNSHIP DUTIES

The Sports Marketing Internship will assist the Director and Assistant Director of Marketing and Promotions by implementing contractual obligations with corporate partners by helping to service and retain corporate partners for the athletics department. Also, you will help reach out to the students on campus and in the community to help promote Hornet Athletics.

Each Hornet Sports Marketing Intern is expected to work 10 office hours per week plus various athletic events during the week and weekends. All Marketing Interns must work **ALL** home football games. Additionally, Hornet's Marketing is involved with the following Sacramento State sports: volleyball, men's & women's soccer, men's & women's basketball, gymnastics, baseball and softball. The athletic events will take place from August to May. Interns must also be available to work during the holidays, breaks, evenings and weekends.



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RESPONSIBILITIES AND DUTIES

On Campus Marketing

- Posters, Schedule Cards and Magnets
- Flyers
- Special Events
- Sign-up Tables (Dorms, Quad area, etc.)

Off Campus Marketing

- Distribute Posters, Schedule Cards and Magnets
- Special Events
- Visit Community Groups

Guest Group Ticket Sales/ Ticket to College

- Football
- Volleyball
- Men's and Women's Soccer
- Men's and Women's Basketball
- Gymnastics
- Baseball
- Softball

Corporate Partnership/Sponsorship Contract Fulfillment

Implementation of the following:

- Signage Commitments
- Program Print Ad Commitments
- On-Site Opportunity Commitments
- In-Game Promotions

Executing all promotional activities at hornet sporting events

- Executing In-Game Promotions (T-shirt toss, shooting contests, etc...)
- Promotions Tent/Table
- Music Control
- In-Game Promotional Script
- Set-Up/Take Down at Athletic Events
- Distributing premium items to fans



SACRAMENTO STATE

Hornet Promotions Team Internship Official Application

Name _____

ID # _____

Email address _____

Local Address _____

City _____

Local Phone _____

Cell Phone _____

Major _____

GPA _____

Expected Graduation Date _____

Internships within the Hornet Marketing Department are semester and yearlong commitments of time, energy, and effort. This includes regular attendance at meetings and Hornet sporting events. Your signature below indicates you understand the nature of the position and you are willing and able to make this commitment for the entire year regardless of other jobs or endeavors you may be involved in.

Applicant's Signature _____

Date _____

Please submit to the Marketing Office:

1. Application
2. Resume
3. Class Schedule
4. 2 Vehicle Use Forms
Be sure to print off both forms

Vehicle Form #1

<http://www.csus.edu/riskmanagement/forms/APPLICATION%20Veh%20Use%20Auth.pdf>

Vehicle Form #2

<http://www.documents.dgs.ca.gov/osp/pdf/std261.pdf>