**Bowling Green State University Athletics Marketing and Promotions Intern Contract**

Bowling Green State University offers a unique opportunity for students to work within the Department of Intercollegiate Athletics. The Falcons Athletics Internship program will provide students with an invaluable experience that will benefit the pursuit of a career in almost any field. The Bowling Green State University Athletic Department regards the Falcon Internship program as a vital component in the success of the overall department. The efforts and contributions of the interns are heavily depended upon. It is essential that each intern recognize the importance of a strong commitment to BGSU Athletics and the internship program. In return for such dedication, the Bowling Green State University Department of Athletics promises you one of the best hands-on internship experiences available.

This internship requires a minimum commitment of (6) office hours and practicum students a minimum of (9) office hours. Both practicum and intern students will work office hours **on** **top** **of** working the various sporting events.

**This internship will require you to work some days during fall, winter and spring break and starts with a few events as early as August.**

**Objective**

The overall objective of this program is to gain knowledge and understanding of marketing, promotions, and game management within a Division I Intercollegiate Athletics Department. These positions will also increase overall marketing, sales, interpersonal, and management skills. There will be ample opportunities to develop one’s time management and stress management skills while working in a dynamic team environment.

The BGSU Athletics Marketing interns are assigned to help coordinate the marketing and promotions of all BGSU varsity athletics programs, including Football, Volleyball, Men’s Soccer, Women’s Soccer, Men’s Basketball, Women’s Basketball, Gymnastics, Softball, Baseball, Track and Field, Cross Country, Ice Hockey, Swimming & Diving, Tennis, and Golf. The program involves working with on-campus and off-campus groups as well as assisting in the game management and operations of athletic events.

**Learning Goals**

* To provide the student with an opportunity to integrate theory and practice in his/her professional education and to encourage the exchange of contemporary thinking and insights between the student intern and agency personnel.
* To provide the student with an opportunity to promote and broaden his/her philosophy and understanding of his/her chosen profession.
* To enable the student to obtain information which can be used as a basis for making choices in relation to future jobs, areas of specialization, and/or continued education.
* To enable the student to realize his/her own strengths and weaknesses.
* To provide the student with an opportunity to gain experience in leadership, supervision, and administrative functions within the internship agency.
* To aid the student in gaining an understanding and appreciation of the roles, duties, and responsibilities of a full-time professional working in the sports field.
* To develop skill in performing routine administrative duties including the maintenance of required records and the submission of required reports.
* To develop the student's skills in various program areas and to increase his/her knowledge of the organization and administration of professional operations.
* To provide the student with experiences that will enable him/her to develop sound human relations skills.
* Internships offer businesses an opportunity to recruit future employees who have proven themselves as interns through networking and professional development
* Internships can be the most impressive listing on your resume and can be a deciding factor in securing employment.
* To strengthen relationships between the many areas of the athletic department
* To develop a coherent, rational point of view concerning the relationship of the student’s graduate concentration to the needs and desires of individuals and groups.

**Characteristics of Sport Management Internships**

Sport Management internships are:

* Experiences that require students to plan ahead to manage their time commitment. The benefits of working are that interns are more likely to be seen as a part of the “team”, get a more in-depth experience and be given greater responsibility.
* Offered in a wide range of sport industry settings and in a variety of areas of business such as marketing, operations, communications, and promotions.
* Include an academic requirement and a variety of assignments that document the experience and provide opportunities for reflection.

**Benefits**

* Networking Opportunities
* Apply classroom knowledge to real world experience
* Opportunity to earn class credit and internship hours (Check with your Advisor)
* Behind the scenes access to sporting and special events
* Bowling Green State University Athletics Merchandise

**Screech Team Expectations**

**Description**

As a member of the Bowling Green State University Athletic Department Internship Program, you will be expected to implement the following Screech Team Programs. Screech Team members are the ambassadors who will not hesitate to share their passion for Falcon Athletics. You will work office hours as well as athletic events. You will be expected to show an ability to work in a fast-paced, dynamic environment. The following are past and present activities and responsibilities of Screech Team members:

\*Please note, anything with a question mark may/may not be followed for the upcoming year

**Responsibilities:**

* Create and implement new and innovative branding opportunities for the Falcon athletics
* Grass roots marketing throughout campus
* Organize and execute plans for giveaways, promotional items and marketing materials as necessary (i.e. music, in game promotions, marketing booth, inflatables, etc.)
* Organize and execute plans for game day promotions/marketing
* Implement in-game promotions
* Game day event management (including pre-game, in-game, post-game production)
* Advertising and creating buzz on campus about current and upcoming events
* Creating flyers, a-frames, e-cards, and newsletters
* Distribute marketing materials around campus, and the Bowling Green area
* Act as a liaison for Bowling Green Athletics at campus events to promote athletic contests and department programs and initiatives
* Roll, package and deliver posters, flyers, t shirts, schedule cards, etc. as needed
* Attend training and professional development sessions as needed
* Assisting with email and direct mail marketing efforts
* Conduct brief surveys at athletic events to gauge fan interest and satisfaction (?)
* Write on boards in classrooms on the day of an event to increase awareness (?)
* Chalk the sidewalks (?)

**Promotions on campus**

* + Union Table on Campus
    - Table Presence in Union/Oval
    - Main way of promoting upcoming events/activities
    - Way to display give-a-ways/Prizes
  + Falcon Fridays
    - Presence at Falcon Friday to promote all events on campus
    - Give-a-ways/fliers
  + Utilize prize wheel (?)
    - Put in different prizes on a wheel and let students spin the wheel and see what they win, in order to spin they must follow/tweet at us on social media
  + Golf cart to drive around (!/?)
    - This will allow for transportation so we can get to more students faster
    - Another way to help spread the word/give away prizes
  + Riding on buses (?)
    - Have a member(s) of the Screech Team ride on the shuttle buses around campus promoting events and giving away items to people who are attending the games
    - Station team members at bus stops to give away

**On-Field Promotional Activities/Ideas for implementation**

* + Football
    - Get two or three players to help promote
      * This way students can see the athletes face to face and another way to help get people to games.
    - FG Contest
    - Punt, Kick, Pass Contest
    - T-Shirt CANNON/Guns
    - Open to new ideas
  + Basketball
    - 30 Second Challenge
      * Layup, FT, 3PT, Half-Court Shot
      * Half-Court Shot for a Prize
      * Coordinate Contestants
    - Game of Knock-out/PIG
      * Halftime Promo.
    - Firing Squad (?)
      * Game of Around the World except everyone shoots at the same time
    - T-Shirt Toss/Cannon
  + Hockey
    - Chuck-a-Puck
      * Selling Foam Pucks to Fans to toss on the ice
    - On-Ice Shoot and Score! (Win free voucher for food)
      * In-Game Promo for students that would be done to win a prize
      * One Lucky student gets a chance to shoot a puck into the net/slots
    - Hockey stick ring toss (???)
      * A way to enhance game day experience but at hockey with this helmet with a stick on top and rings to try and make around the stick.
  + Soccer
    - Juggling contest against a player (?)
      * Takes place in union and see what student can juggle more times than a soccer player and if you succeed then you get a prize.
    - On-Field Dizzy PK Challenge (?)
      * Contestant Spins around multiple times and tries to score on a player in the goal
    - On-Field PK Challenge
    - T-Shirt Toss/Cannon
  + Volleyball
    - Volley Contest (?)
      * Have students pair up and see who can volley a ball back and forth the longest
    - Partner Serve and Catch Contest
      * Serve ball, Partner tries to catch in the cart
    - T-shirt Toss
  + Gymnastics
    - Ball on Balance Beam
      * Kids try to roll a ball across the balance beam, furthest roller wins
    - T-Shirt Toss
  + Baseball
    - T-Shirt Toss
    - HR Derby (?)
    - Guess the Speed Challenge (?)
  + Softball
    - T-Shirt toss
    - HR Derby (?)
  + Swimming
    - Organized Relay Race
    - Biggest/Smallest Splash Contest (?)
  + Track
    - New Ideas
  + Tennis
    - New Ideas

**Professional Expectations**

**Time Commitment**

A key component of the internship experience requires interns to work at the various athletics events, external marketing opportunities, and community appearances held throughout the year. Please be aware, these events are held mostly in the ***evenings*** and on ***weekends***. Required arrival times for these events will be specified, but are usually one to three hours before the event. We do understand the importance of school work and believe it should come first. As such, during finals/midterms and other times throughout the academic year, we will allow for reduced work hours to accommodate an intern’s academic commitments. During school breaks, workers will not be expected to attend their office hours but ***are asked to be as available as possible when home athletic events are scheduled.***

**Promptness**

Punctuality is crucial in the real world, and we treat our internships as real jobs. If you are running late or will not be able to work during your regularly scheduled time, you must contact David. We expect your commitment to work in the Athletics Marketing office as a high priority. If you are unable to make an event that you are scheduled for, ***it is your responsibility*** to find someone to cover your duties and notify the marketing staff in charge of that event.

**Open Door Policy**

If there are ever any problems or concerns you have with this experience, please let someone from the marketing staff know immediately. We are here to make your experience a great one! We encourage you to ask questions and seek out as much information about the athletics business as possible. If you have any new ideas on how to be more efficient or different promotions that could be run, let us know. We want your experience with BGSU Athletics to be educational and worthwhile.

**Standards of Conduct**

Marketing interns represent Bowling Green State University at **ALL** times. You are NOT a fan when you are assigned to work an event. You are considered a young professional in the sports industry. Learn to separate yourself from being a fan when working. Thus, it is imperative that you conduct yourself in a professional manner at events, with student-athletes, and with staff. The use of alcohol, tobacco and/or illegal substances is prohibited while in the office and at events. Office hours are not a time to complete homework. Please check with the marketing staff for work that may need completed.

**Dress Code**

Always dress in a professional manner. While working in the office, workers are expected to dress in a business casual manner. No clothing items that represent college teams from other institutions should be worn in the office or at events. While working events, workers are expected to wear polo’s or nice shirts and slacks, khakis, or other similar attire. Dress code for all events will be indicated by the marketing staff.

**Event Etiquette**

Athletics marketing interns will work a number of events throughout the year. Remember, we are ALL responsible for these events. Therefore, always be courteous and friendly to the public, other game staff, student-athletes, coaches, administrators, and staff. Our job is to create a fan-friendly experience and make the event as enjoyable as possible.

**Email**

Most athletic departments business is handled through email. As an intern, you are required to check and respond to email within at least 24 hours of receiving an email. When emailed about availability, please respond. Failure to respond, even if you are unable to work any upcoming events, is not acceptable.

**Directions**

Know your cardinal directions. We give directions using N, S, E, W and so forth. Become familiar with these directions for all of our athletic facilities. We will give you each a diagram of the facilities, so make sure that you are familiar with each facilities layout so any answers regarding directions can be answered.

**The Office**

Office hours will be between the hours of 9am and 5pm. If you need to come early or stay late for a project, that should be coordinated with someone on the marketing staff.

Put everything away when you are done

* Keep the office clean
* Be respectful of other people around you
* Throw away your trash
* If you do not have a project when you are in the office ask what else can be done
* NO personal phone conversations during office hours
* Monthly Staff Meetings will occur that you will be required to attend to collectively go over upcoming events/issues

**Phone Communication**

If you are working an event, keep your phone close to you as it will be used as a method of communication between staff members. Make sure your phone is charged prior to working an event. No personal text messages or phone calls will be tolerated during events, unless it is an emergency. Standing around and being unproductive on your phone is unacceptable.

**Schedules**

Schedules are assigned weeks in advance. Emails are sent out and interns may request time off (Keep in mind school holidays). You are responsible for working each event that you are scheduled for. If there is a conflict and you cannot work the event, it is **YOUR** responsibility to contact your peers and have someone cover for you. Let me repeat, **YOU** are responsible for finding a replacement if you cannot work a scheduled event. You MUST inform David of any changes made to the schedule. When you are signing up for events please keep in mind that events over vacation still have to be covered. ***Sport Leads*** will help dictate a schedule of tasks to be completed prior to each event. They are expected to be at every one of their assigned sports games. If you are not a sport lead you are expected to attend all of your assigned events even if they occur over breaks and holidays. Only David can give permission for you to miss a football or holiday break game. We expect you to volunteer to work other events outside the sports for which you are assigned to work. The more sports you work, the better diversified you are when you come out of this experience.

**Social Media**

As a marketing intern you are representing the University and specifically the athletic department. Therefore, we ask that you keep your personal profiles and images clean. There should be no photos of you doing things that would not represent this department in a positive manner. There should be no negative posts regarding BGSU athletics, regardless of what your opinions might be. Ask a member of the marketing staff if you have any questions. Be aware people will be watching!

**Food**

Game days are often very long, so please eat before your scheduled report time. There is no guarantee that food will be provided for you before, during, or after a game. In the event that food is provided make sure that your assigned duties are completed or that you have someone to cover for you. If you are hungry and there is an appropriate window to grab something quick we do encourage you to do so. Please check with the sport supervisor before doing so.

***Bowling Green State University Athletics Marketing & Promotions Internship Agreement***

Previous Experience in Sports (If any):

What do you want to gain from this Internship?

What are your goals after you graduate?

Please list your campus and community activities:

Please list any skills that you think will be beneficial to your success as a marketing intern (i.e. Photoshop, event management, customer service etc…)

I have received a copy of the Bowling Green State University Athletic Marketing Department 2016-2017 Internship Contract and have read it carefully. I understand all of its rules, policies, terms, and conditions, and agree to abide by them. I realize that failure to do so may result in disciplinary action up to and including termination of employment. I understand and agree that my employment with the Sports Marketing department is at will. The Bowling Green State University Athletics Marketing department and I remain free to choose to end our work relationship at any time. I also understand that this contract is just a guide to employment policies and practices. I understand that there may be items added or eliminated at any time.

Intern Signature:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Date:\_\_\_\_\_\_\_\_\_\_\_\_

Intern Name (print)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date:\_\_\_\_\_\_\_\_\_\_\_\_

(You will be asked to sign a copy of this form and it will remain on file within the department.)