



FLORIDATM
SPORTS
— F O U N D A T I O N —

INTERNSHIP PROGRAM INFORMATION

FLORIDA SPORTS FOUNDATION

101 N. Monroe St., Suite 1000

Tallahassee, Fla. 32301

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www.flasports.com



FLORIDA SPORTS FOUNDATION INTERNSHIP PROGRAM

The Florida Sports Foundation, Inc. is a 501(C)3 non-profit corporation, serving as the Sports Industry Development Division of Enterprise Florida, Inc. The mission of the Florida Sports Foundation is to:

- Assist Florida's communities with securing, hosting and retaining Sporting events and sports related business that generate significant economic impact and Sports Tourism for the state of Florida through the Foundation's grant programs, legislative initiatives and Industry Partner service, recognition and development.
- Provide the citizens of Florida with participation opportunities in Sunshine State Games and Florida Senior Games events.
- Serve as Florida's leading resource for Sport Tourism research and facts.
- Assist in the promotion of targeted leisure sports industries in Florida.
- Assist National and Florida State Governing Bodies to promote amateur sport development through Sunshine State Games and hosting events in Florida.

The annual Sunshine State Games and Florida Senior Games are an example of the many ways Florida Sports Foundation works in partnership with the Office of the Governor providing amateur sports opportunities for Floridians.

As a leader in the sports industry, the Florida Sports Foundation provides excellent opportunities for students studying sports administration, recreation and leisure services, event management & marketing, and other related studies to gain experience that will increase their value as they enter the competitive job market.

The attached packet of information includes the FSF Intern Program Summary and Application. For more information please contact:

Florida Sports Foundation
101 N. Monroe St., Suite 1000
Tallahassee, Fla. 32301
info@flasports.com
www.flasports.com

COMMUNICATIONS AND MARKETING INTERNSHIP

Florida Sports Foundation offers a full-time Communications and Marketing Internship position three times per year. This internship provides a well-rounded experience, working with various aspects of communications, marketing, community outreach, event management, promotion, and other areas of interest. Students selected as a Florida Sports Foundation Communications and Marketing Intern can expect to gain the following experience:

- Knowledge of Microsoft office/Adobe-based applications
- Database management
- Event coverage
- Writing techniques
- Developing relationships with media
- Interview skills/public speaking
- Social Media

Each term provides a different experience, focusing on the seasonal priorities of the Foundation. Candidates must be available to commit 20-25 hours per week during the term of the internship. More details are provided below on internship projects and requirements for each term.

Spring Term

- Will begin in January and conclude at the end of April.
- *Compensation: this is an unpaid internship*

Summer Term

- Will begin in May and conclude in mid-August (the end of summer term).
- *Compensation: this is an unpaid internship*

Fall Term

- Will begin in mid-August and conclude at the end of the Florida Senior Games (around the first week of December).
- *Compensation: this is an unpaid internship*

Qualifications:

- Minimum of one (1) year experience in a college or university communications, marketing, or athletics office as a student assistant, intern, or volunteer.
- Must possess strong interpersonal communication and organizational skills, problem-solving, and decision-making skills that produce results in a fast-paced team environment.
- Must possess good writing and editing ability.
- Knowledge of all social platforms is required.
- Experience with Adobe InDesign, Photoshop, After Effects, & Premiere will be given preference.
- Ability to proactively and conscientiously post on all social platforms
- Self-starter with strong passion for social and new media technologies.
- Able to manage, prioritize and execute multiple projects at the same time.
- Understand organizational commitments and missions.
- Must submit 3 press releases, published articles or other journalistic writing samples that you have authored.
- Must submit 3 samples or hyperlinks to examples of your graphic design work.

Bonus items:

- HTML familiarity
- Paid advertisement knowledge (Ad Words, Social Paid Ads, SEO)
- Some working knowledge of ad placement and development
- Experience with video and video editing software (Final Cut Pro) is a plus.

Duties:

- Assist with editing web pages and posting developed press releases
- Responsible for developing an editorial content calendar and meeting deadlines for content distribution.
- Assist in developing content for social media (Twitter, Facebook, Instagram).
- Assist in implementing marketing plans.
- Develop, pitch, write, proofread, and/or edit articles for the FSF website.
- Creating cross platform marketing plans that engage the world to *Come Play in Florida*.
- Gather storylines, bios and photos of Sunshine State Games and Florida Senior Games athletes as needed for news releases announcing award winners, convention app, convention signage and multimedia presentations.
- Assist with onsite coverage of Sunshine State Games and Florida Senior Games events as well as Florida Sports Foundation meetings.
- Receive telephone calls in a professional manner. Handle calls if possible and forward detailed messages for other calls. Field requests for pertinent information.
- Maintain informative and accurate records as well as an organized filing system for designated areas of responsibility.
- Assist in producing and editing video content for the FSF website.
- Other duties as assigned.

Pre-Employment Policies: All applications must be current students at an accredited college or university and maintain a minimum of a 2.5 GPA. This Internship must be approved by their institution and be part of their degree requirements. Drug testing and background checks shall be conducted on candidates recommended for hire, either prior to the extension of an offer of employment, or as part of an offer of employment that is made contingent upon a successful background check. Individuals may not commence employment until they have successfully completed drug test and background check.

For more information about the Communications & Marketing Internship Program, please contact Jason Hendrix, Director of Communications, at jhendrix@flsports.com.

EVENT MANAGEMENT INTERNSHIP

Florida Sports Foundation offers a full-time Event Management Internship position three times per year. This internship provides a well-rounded experience, working with various aspects of event management and promotion. Students selected as a Florida Sports Foundation Event Management Intern can expect to gain the following experience:

- Knowledge of Microsoft office applications
- Database management
- In-kind Sponsor and Vendor Solicitation
- Customer Service / Customer Satisfaction Surveying
- Event Management
- Event Marketing
- Social Media

Each term provides a different experience, focusing on the seasonal priorities of the Foundation. Some travel is required, and candidates must be available to commit 30-40 hours per week during the term of the internship. More details are provided below on internship projects and requirements for each term.

Spring Term

- Will begin the first week of January and end April 30
- Should be available to travel during Sunshine State Games
- **Compensation: this is an unpaid internship.**
- FSF is responsible for providing housing, transportation and per diem for travel
- Florida Senior Games post event activities such as records updating, customer satisfaction surveying and database work
- Sunshine State Games marketing activities
- Collecting and writing Local Senior Games interest stories
- Collecting and writing Sunshine State Games interest stories
- Sunshine State Games event planning and on-site event management
- Sunshine State Games hospitality
- Sunshine State Games and Florida Senior Games marketing / promotions
- Sunshine State Games database management
- Assist in pre-event paperwork and administrative duties

Summer Term

- Will begin in May following the end of Spring term and end in mid-August
- Should be available to travel during Sunshine State Games
- **Compensation: this is an unpaid internship**
- FSF is responsible for providing housing, transportation and per diem for travel
- Sunshine State Games post event activities such as records updating, customer satisfaction surveying and database work
- Sunshine State Games and Florida Senior Games marketing
- Sunshine State Games and Florida Senior Games database management
- Collecting and writing Florida Senior Games interest stories
- Sunshine State Games event planning and on-site event management
- Assist in pre-event paperwork and administrative duties

Fall Term

- Will begin in late August and end following Senior Games in mid-December
- **Compensation: this is an unpaid internship**
- Should be available to travel during Florida Senior Games
- FSF is responsible for providing housing, transportation and per diem for travel
- Sunshine State Games and Florida Senior Games database management
- Collecting and writing Florida Senior Games interest stories
- Florida Senior Games event planning and on-site event management
- Florida Senior Games and Sunshine State Games outreach
- Assist in pre-event paperwork and administrative duties

Pre-Employment Policies: All applications must be current students at an accredited college or university and maintain a minimum of a 2.5 GPA. This Internship must be approved by their institution and be part of their degree requirements. Drug testing and background checks shall be conducted on candidates recommended for hire, either prior to the extension of an offer of employment, or as part of an offer of employment that is made contingent upon a successful background check. Individuals may not commence employment until they have successfully completed drug test and background check.

For more information about the Event Management Internship Program, please contact Marvin E. Green, Jr., Vice President of Amateur Sports & Events at mgreenjr@flsports.com.

BUSINESS/FINANCE INTERNSHIP

Florida Sports Foundation offers a part-time or full-time unpaid Business/Finance internship position three times per year for class credits. This internship provides a well-rounded experience, working with various departments within the Florida Sports Foundation. Students selected as a Florida Sports Foundation Business/Finance intern can expect to gain the following experience:

- Working knowledge of Microsoft office applications
- Database Management: Event Registration, Great Plains & OnBase
- Grant Program Administration
- Special Events & Project Administration
- Contract Management
- Corporate Level Reporting (Board)
- State Governmental Contract Reporting
- General Accounting Procedures

Each term provides overall knowledge and experience of business management, focusing on the corporate operations of the Foundation. No travel is required and candidates must be available to commit a maximum of 25 hours per week during the term of the internship for the part-time position, and 26-40 hours per week during the term of the internship for the full-time position.

Spring Term

- Begins the first day of the Spring semester in January and ends in April

Summer Term

- Begins the first day of the Summer semester in May following the end of Spring term and ends in July

Fall Term

- Begins the first day of the Fall semester in August and ends in mid-December

Pre-Employment Policies: Drug testing and background checks shall be conducted on candidates recommended for hire, either prior to the extension of an offer of employment, or as part of an offer of employment that is made contingent upon a successful background check. Individuals may not commence employment until they have successfully completed drug test and background check.

1. **Step One: Complete the following application and interview with the Finance Director.**
2. **Step Two: If offer is extended, a letter with new hire forms will be mailed to you.**
3. **Step Three: Complete the new hire forms and return with signed offer letter.**
4. **Step Four: Employment commences once you are notified the drug testing and background check has been successfully completed.**

For more information about the Event Management Internship Program, please contact Charlotte Cowen, Director of Administrative Affairs at ccowen@flasports.com.

INTERNSHIP PROGRAM APPLICATION

| Applicant Information | | | | | |
|--|-------------|---------|--------------------------|----------|------------|
| Last Name: | First: | Date: | | | |
| Street Address: | | | | | Apt./Unit: |
| City: | State: | Zip: | | | |
| Phone: | Cell Phone: | | | | |
| Email address: | | | | | |
| School Information | | | | | |
| School Name: | | | | | |
| College/Department: Education | | | Major/Minor: | | |
| Department Head/Advisor: | | | Phone: Email Address: | | |
| School Address: City/State/Zip: | | | | | |
| How many hours of college credit will you receive for this internship? _____ | | | | | |
| Internship Term | | | | | |
| Please check semesters of availability: <input type="checkbox"/> Spring <input type="checkbox"/> Summer <input type="checkbox"/> Fall | | | | | |
| Please indicate your general availability (i.e. 8 a.m.-5 p.m.) | Monday | Tuesday | Wednesday | Thursday | Friday |
| Full-Time (Approx. 30-40 Hours) | | | | | |

*Please note: some weekend hours for event coverage and travel may be required.

| Position | | | |
|---|------------------------------------|---|---|
| Please indicate which area interests you: | | | |
| <input type="checkbox"/> Communications | <input type="checkbox"/> Marketing | <input type="checkbox"/> Event Management | <input type="checkbox"/> Finance/Business |

| Experience/Education and Skills | |
|---|--|
| Current employment status: <input type="checkbox"/> Full-time <input type="checkbox"/> Part-time <input type="checkbox"/> Not Employed | |
| Place of Employment: | |
| Are you currently a full-time student? <input type="checkbox"/> Yes <input type="checkbox"/> No | |
| Level: <input type="checkbox"/> Freshmen <input type="checkbox"/> Sophomore <input type="checkbox"/> Junior <input type="checkbox"/> Senior <input type="checkbox"/> Graduate student | |
| Computer Skills/Software Used: | |
| Why are you interested in an internship with Florida Sports Foundation? | |
| What specific experience would you like to gain through this internship? | |
| Describe your long-term career goals: | |
| Professional References | |
| Name | Relationship and contact info (e-mail and/or phone number) |
| | |
| | |
| Disclaimer and Signature | |
| I certify that my answers are true and complete to the best of my knowledge. If this application leads to an internship assignment, I understand that false or misleading information in my application may result in my release. | |
| Signature: | Date: |

Please attach resume to this application, along with your résumé and return to:

Florida Sports Foundation
101 North Monroe St., Suite 1000
Tallahassee, Fla. 32301

Applications may also be emailed to info@flasports.com.