



SPORTS MARKETING INTERNSHIP OPPORTUNITY

Seeking students interested in blending sports with marketing concepts.

Lake Norman Region (Cornelius, Davidson, and Huntersville, NC) – This is an UNPAID internship position with tremendous networking exposure. Visit Lake Norman will be working closely with regional sports partners, events-rights holders, local venues and facilities, and attractions to promote the Lake Norman region as an amateur/professional sports destination.

The Sports Marketing Intern assists the Sports Marketing Manager with:

- Operations, promotions, reports, activities, and event marketing and sales associated with group sales, sporting/athletic events, and convention/event packages;
- Assist with special events, sports/group services, and community outreach functions for Visit Lake Norman initiatives; and
- Works independently, performs clerical duties and administrative tasks related to assignments.

Visit Lake Norman can provide experience and exposure in public relations, marketing/sales, event planning, working with Lake Norman area attractions, hotels, restaurants, and businesses related with the travel and tourism industry. The Lake Norman area attracts visitors from around the world and national and regional sporting tournaments. The work experience is tailored to the intern's career interest; and focuses on portfolio building and skill building. Successful interns will finish with great references and career/job experience.

- Seeking currently enrolled students in good academic standing).
- Good organizational skills.
- Strong oral and written communication skills.
- Must be proficient in Microsoft Word and PowerPoint; other office suite software, Adobe Illustrator, Adobe InDesign a plus.
- Demonstrated interest in sports, or sports marketing, parks & recreation/tourism classroom curriculum.
- Knowledge of the Lake Norman area & Lake Norman sports facilities preferred.

This position will assist the Visit Lake Norman staff with promotional ideas, research, public relations, and other event coordination for the Lake Norman area. May also be required to serve as a Visitor Center representative as needed to greet and welcome the public when they visit the Visitor Center for information. Perform administrative duties as needed. Other details:

- Minimum of 20 hours per week, prefer 40 hours per week.
- Flexible scheduling typically (between 8:30 a.m. and 5 p.m. Monday through Friday, with weekend and evening work).
- Parking provided.

For more information about us visit www.VisitLakeNorman.org. To apply, send your statement of interest and resume to:

Visit Lake Norman • Attention: Sports Marketing Internship
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704-892-5313 (fax) Email: tdancy@lakenorman.org