

LOCK LACES™
Athletics Marketing Internship Program



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Manual and Application Information

Mailing Address:
LOCK LACES™ - MARKETING
c/o Positive Distribution
120 Lancaster Drive
Chapel Hill, NC 27517

www.locklaces.com



Athletics Marketing Internship Program: Details and Application Form
[08/19/2011]

Program Overview

Marketing intern positions within the LOCK LACES™ Athletics Marketing office provide a unique and exciting opportunity to work with your college/university /school Athletics Department, retail stores, and social media. Athletics Marketing Interns act as liaisons between the athletics department and various campus and community groups, faculty and staff members, and corporate sponsors. The positions offered allow a detailed look at the marketing of athletics products within athletic programs as well as game day management and promotional development. It will allow you the freedom to be a part of the creation of the "LOCK LACES™ Nation" on your campus and across the USA. This position provides an invaluable experience, one which is sure to benefit your future career in any field. This is an unpaid internship. Positive Distribution views LOCK LACES™ Marketing Interns as a crucial component of the overall campaign success; the dedication and contributions of these individual are seen as invaluable. Therefore, it is essential that all participants make a full commitment for the duration of their internship period. For such commitment, the staff of LOCK LACES™ and Positive Distribution promise to provide an exciting and educational hands-on internship experience. Be a part of the LOCK LACES™ family! Applicants do not need to have previous work experience to be considered for this program.

Objective and Responsibilities

The overall objective of this program is to gain knowledge and understanding of marketing, promotions, and event management within an Intercollegiate Athletics Department and on campus. These positions will 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.

LOCK LACES™ Athletics Marketing Interns are assigned to help coordinate the marketing and promotions of installation and use of LOCK LACES™ in participants and spectators of intermural and varsity athletics programs, including Football, Volleyball, Women's Soccer, Men's Basketball, Women's Basketball, Gymnastics, Softball, Baseball, Track and Field, Cross Country, Swimming and Diving, Tennis, and Golf. The program involves working with on-campus and off-campus groups as well as assisting in game day management and operations of athletic events and promotions. For the summer internship program, the positions will also include athletics sales of corporate sponsorships, affiliate marketing, and formation non-profit/charitable partnerships fostering social responsibility.

Expectations

Time Commitment

A key component of the internship experience requires interns to work at various athletics events, external marketing/sales opportunities, and community events 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 two hours before the event. Depending on the type of internship, interns may also be required to document daily office hours working from independent locations or at participating retail locations. During the summer internship program, interns are required to work approximately 10 to 20 office hours per week and may also be assigned to work special events outside of normal business hours. During the fall and spring academic semesters, part-time Athletics Marketing interns document 10 to 20 office hours per week. 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, interns will not be expected to document office hours but are asked to be as available as possible when home athletic events are scheduled.

Promptness

This is very important! 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 someone from the LOCK LACES™ Athletics Marketing staff. We expect your commitment to work as a LOCK LACES™ Athletics Marketing Intern 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 internship, 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 sports marketing business as possible. We want your experience with LOCK LACES™ Athletics to be educational and worthwhile.

Standards of Conduct

Marketing Interns represent the LOCK LACES™ Brand at ALL times. Thus, it is imperative that you conduct yourself in a professional manner at events, with student-athletes, and with staff. The use of alcohol and/or illegal substances is prohibited while in the office and at events. You may study on the job but only when there is NO other work to be done. Please check with the marketing staff for work that may need completed.

Dress Code

Always dress in a professional manner. While working with the public, workers are expected to dress in a professional but 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.

Phone Etiquette

Always be courteous and answer the phone, "LOCK LACES™ Athletics, (your name) speaking." If someone is calling, you must be customer service

oriented. If you are unable to answer the question or fulfill their need, always take a detailed message and make sure the appropriate person gets the message. Make sure when checking voicemail messages you write down a detailed message and save it for the person whom it is for. Be sure to always get a name and phone number.

Event Etiquette

LOCK LACES™ 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, game crew, student-athletes, coaches, administrators, and staff. Our job is to create a fan-friendly experience and make the event as enjoyable as possible.

LOCK LACES™ Quick Facts

o Headquarters: Glen Burnie, Maryland

o Founded: 1997 by Street Smart, LLC

o Inventor: Eric Jackson

o USA Assembly: Opportunity Builders Inc (www.obiworks.org)

o Sponsorships: Special Olympics North America Healthy Athletes Fit Feet Program

Marketing Assistant Program Application Information

Fall/Spring/Summer Internships

Part-Time Athletics Marketing Intern (fall/spring/summer) – 1-3 positions available per school

Commitment: 10-20 hours per week plus athletics events (as needed)

Description: Assist in all aspects of marketing operations of product promotion on a college/university/school campus. Intern will assist with promotions, including development, preparation, administration; and, distribution. Assist in daily operational activities of a marketing department, and build relationships with student athletes and athletics department managers and athletic trainers. Intern will assist with athletics sales and marketing initiatives by cultivating new sponsorships, contacting and meeting with potential business partners, developing sponsorship proposals, facilitating sponsorship renewals, participating in planning and sales meetings, assisting with external sales/marketing opportunities, and helping to plan and develop promotional efforts for the subsequent athletics seasons.

Job Responsibilities: Assist with the development and implementation of athletic product promotions, an on-campus 5K or other running event, possibly working with school teams to create on-court/field and in-game promotions, music, game production scripts, etc. Assist with the creation and distribution (both on and off campus) of advertising materials, including flyers, table tents, posters, schedule cards, print advertisements, etc. Assist with the operations of special Athletics Department events. Assist with social media content creation including blogs, facebook, twitter, and youtube.

Perform clerical and office duties as assigned by the Athletics Marketing staff.

Qualifications: Possess the time and availability to make a commitment to this unpaid position. Possess a positive attitude, enthusiasm, interpersonal

skills, responsibility, initiative, passion, and work ethic necessary to succeed as a member of LOCK LACES™ Marketing Staff. Possess an interest and/or desire to work in the business of athletics. Demonstrate the ability to treat this internship as a real job and fulfill the requirements of the position. Prior knowledge of Social Media and Adobe Creative Suite software (Photoshop, InDesign, Illustrator, etc.) is a plus.

LOCK LACES™ Athletics Marketing Internship
OFFICIAL APPLICATION

Name: _____

Name of School: _____

E-mail Address: _____

Mailing Address at School: _____

City: _____ State: _____ Zip: _____

Permanent Address: _____

City: _____ State: _____ Zip: _____

Cell Phone: _____

Major: _____ Minor (if applicable): _____

Cumulative GPA: _____ Expected Graduation Date: _____

1. Semester(s) interested in internship

summer of 20____

fall of 20____

spring of 20____

2. If applying for fall or spring internship, please indicate type of internship you wish to be considered for (please circle all that apply):

Part-Time (Office Hours Included)

Promotion Only (No Office Hours)

3. Please list any other commitments you may have during this internship (e.g. work, sports, etc.)

Submit application and resume to:

Intern@locklaces.com

LOCK LACES™ Athletics Marketing Internship Program

c/o Positive Distribution

120 Lancaster Ave

Chapel Hill, NC 27517

For more information, email: intern@locklaces.com