

KSP Internships

Sports Property Management

Horizontal Opportunitites

Creative Services

Assists in all print, audiovisual, photographic, and electronic display services for the KSP. Will design content (Print-Video-Audio-Media Relations), gather, film, edit, and produce creative materials for all sports. Develop and implement video elements for electronic display programs such as scoreboards, video boards, and matrix boards. Produce and edit video content for websites. Will work in live video production of athletic events and live television including camera crew directing and use of replays. Will gain knowledge of operational procedures for a variety of audiovisual and electronic equipment, including video cameras, Final Cut Pro and Mpeg Streamclip editing system, Adobe Creative Suite (Photoshop, After Effects, Illustrator, Indesign, Soundbooth, PremierPro). Also will work Switcher & Replay systems, Daktronics video display and Scoreboard equipment.

Graphic Design Print

Print-Create Graphic Designs for Print Products Including but not limited to: Game Programs, Media Guides, Schedule Cards, Schedule Posters, Schedule Magnets, Promotional Banners, Coupons, Print Advertisements. Sales and Marketing Materials.

Web Development

Electronic-Create Graphic Designs for Electronic Mediums such as the Web, Television, Video Boards, Message Boards, Closed Circuit TV, Facebook, Twitter, Moblie Applications to use with School Web Sites, Broadcast of Games or Events, Storefronts and Interactive Marketing Projects

Promotional Products

Promotional-Create Designs for Promotional items in all categories including both Print and Electronic. In additon, other promotional products used to broaden the brand of the schools, teams and events. For example T-Shirts, Apparel, Mini FB's, Chairbacks, Hats etc.

Public and Media Relations

Assist in developing a strategic communication plan. Serve as a media contact for a variety of sports, other tasks including maintaining the athletic web site, compiling statistics at athletic events, coordinating interviews and other requests by staff. Other duties include maintaining sport notes, producing pre-game and post-game releases and publicity materials, compiling game/event statistics, planning and coordinating interviews of student-athletes and coaches by media, creating game programs, and designing, writing and editing media guides, yearbooks/memory books. Live play-by-play broadcasting of games, live stats during home events, managing the press box and scorer's table at home events. Work in building corporate sponsorship opportunities. Reporting scores to the Media and School Officials. Interview Administrators, Coaches, Players then write articles for Media Guides, Game Programs, Web Sites, etc. Articles would be Season/Game Previews and Reviews, plus Feature Articles.

Web/Print Writer/Editor -

Interview - Write Promotional Articles for release in Print and Electronically, Press Releases, Work with Media, write Public Address Scripts. Produce athletic publications, manage in-game and cumulative statistics, coordinate athletic department media relations and sports information office.

Photographer -

Take the following photographs of our teams: Teams, Classes, Mugs, Coaches, Action

- Provide Print Products
- Camp Brochures
- Tickets
- Media Guides
- Schedule Posters
- Game Programs
- Yearbooks
- Schedule Magnets
- Scorecards
- Memory Books
- Schedule Cards
- Matchcards

Sports Marketing / Promotions and Partnership Sales

Provides direction and oversight of the planning, forecasting, developing, implementing and execution of comprehensive and innovative strategic marketing and promotion programs aimed at increasing the attendance and community awareness of the athletic and activity programs. Manages, creates and implements strategies to maximize game atmosphere, the overall fan experience opportunities and in-game promotional activities to produce remarkable experiences for fans at events and games; Develops new initiatives, comprehensive sport marketing plans, logos, taglines, branded print collateral, and promotional items. Executes an effective digital, social media, and e-mail campaign, as well as develops and distributes promotional materials such as flyers, brochures, newsletters, and posters.

Manages the fan experience staff, interns, students, and volunteers; provides strategic goal setting. Explores non-traditional marketing opportunities, conducts market research, oversees grassroots programs. Have a focus on driving ticket sales, increasing attendance and creating a memorable game-day experience. Coordinate the creation and delivery of strategic marketing plans, ticketing collateral and communication, advanced promotions schedules, community outreach and appearances, and game-day scripts and timelines for the 19-sports. With Spirit Coordinator, cheerleading and dance teams and mascot program. Serve as liaison with advertising agencies and media buyer, the student fan organization and the band.

Marketing contact with Head Coaches to lead team marketing initiatives. Enhancement of KSP Property brand and image; manage development, production and implementation Ticket Sales campaigns and marketing materials; manage planning, creative, production and placement of all team advertising; coordinate with Season and Group Ticket Sales effort via lead generation, database management and customer contact; manage and execute all promotional plans to support and result in increased single game and group ticket sales; develop a season ticket holder incentive plan that results increased new season ticket accounts as well as increased season ticket holder retention rates.

Work closely with the manager of corporate partnerships to support and participate in the presentation and sales of corporate sponsorships, radio, on-line and print advertising. Coordinate and plan athletics marketing and promotional events to the community, alumni, friends and fans. Work closely and initiate partnerships with campus groups and student organizations to ensure participation from a broad range of the community. Oversee game day promotions for home competitions, including but not limited to creation of game production scripts and in-game promotions.

- Additional Marketing/Promotions Opportunities
- Lead Generation for Corporate & Media Partnerships
- Awards
- Couponing
- Project & Presentation Research
- Signage
- Partner Development
- Sampling
- Presentation Development
- Venue Signage
- Event Development
- Event Management Execution
- Game Operations Execution
- Video Boards
- Hospitality
- Partnership Sales
- Contesting
- Scoreboards

Broadcast Journalism (Audio/Video)

Sales - Sales of Seasons/Games/Events to potential Advertisers

Marketing - Promotion, Marketing and Execution of Live Events Plus Execution of Advertiser Spots

Camera - Camera Work at Sporting or Live Events, Plus School, Team Hi-lights & Coaches Shows

Director / Producer - Events from Concept to Completion

Talent - Play By Play, Color Analyst, Voice-Over Positions.

Business

Manage the business and financial operations of the Property in order to ensure efficient planning, operations, allocation and accounting of funds and resources; performs complex budget analysis work with an emphasis on budget formulation and control of the Athletic budgets; provides in-depth analysis of budgets prior history, future projections and exploring alternative methods of funding; ensures that departmental budgets are reviewed & monitored on a monthly basis with a focus on year-end impact; investigate discrepancies and recommend corrective action; prepare appropriate management reports for short-term and long-term implications; develop and facilitate policies and procedures that meet KSP Property and MSHSAA guidelines and the impact on users; provide training and support throughout KSP to ensure collaboration; provide accurate and courteous financial assistance to the Administrators and athletic staff members.

Sports Property Management

Marketing / Promotions/Advertising Sales / Partnership Development

Partnership Opportunities

-Corporate Partnerships

-Sports Medicine

-Media Partnerships

-Pouring Rights

-Food Services

-Scheduling

-Game Ops/Event Management/Facilities

Manage operations of athletics events conducted @ KSP Property to provide for efficient operation of all events, smooth conduct of all games for contestants, officials and fans. This includes coordination of wide range of areas, including ticket operations, equipment, marketing event logistics. Develop and manage visitors information & needs. Perform any other duties and/or jobs deemed necessary for the functioning and success of the Event Management Area. Coordinate with Marketing & Sales Dept. on operations and events (i.e., Jr. Clubs; Club Tents, in-game promotional efforts, etc.).

-Academics & Compliance

-Branded EMail

-Creative Services

-Retail Marketing

-Business and Annual Development Funds

-TV, Radio, Texting, PDA's

-Camps

-Trademark Enforcement

-Brand Control Systems

-Video/Videography

-Public Address-Social Media

-Brand Protection/Management

-Brand Development

-Licensing Program

-Ticketing

Box office administrative operations, office, ticket operations, and office duties; creating and maintaining policies and procedures for box office operations and providing quality customer service; managing accounting duties regarding ticket office sales, reconciliation, deposit, check logs. Operations for computerized ticketing system; administrates ticketing database; internal control; budgetary and fiscal operations of Ticket Office. complimentary ticket distribution, printing and distribution of single game tickets, maintenance database system, assist with outbound sales calls, managing general will call, and solving customer service related issues. Coordinate all aspects of the Athletic Department ticket office, primarily the planning and execution of season ticket, group ticket and individual game sales, including game day ticket operations. Be primarily accountable for increased revenue generation through ticket sales and associated marketing and sponsorship projects. Develop and design all supporting sales collateral to support mail, online and phone solicitations.

-Equipment/ Uniforms, Apparel, Non Apparel/ Specialty, Promotional Items

Preparation of orders; fitting, issuing, repairing and maintenance of equipment and apparel; interacting with administrators, vendors, players and coaches; and inventory control.

Development

Duties include, but are not limited to developing long- and short-term goals and directing the fulfillment of identified goals to produce a successful annual fundraising plan and major gift plan; assisting with identifying fund chairs and volunteers; assisting with budget allocation; designing & implementing a sustainable donor outreach program; producing an annually updated donor packet for major donors; making appearances at fund raiser and other events; serve as liaison between the community, students, faculty, and staff in facilitating activity/athletic programs; recruiting and overseeing volunteers for fundraising tasks; overseeing the development, expansion, and maintenance of donor database; overseeing the production of annual reports, newsletters, brochures, promotional materials, and donor correspondence; overseeing the planning of and participating in fundraising events.

Academics & Compliance

Assisting with rules education programming, writing articles concerning compliance issues, coordinating official and unofficial visits, assisting with processing and auditing of recruiting logs, processing student-athlete compliance forms, monitoring and updating information, researching various compliance questions, coordinating the scholarship process, updating compliance forms. Will assist to coordinate, implement, facilitate, oversee and evaluate most facets of the Athletic Compliance Program. This includes the educational, monitoring, and investigatory components as well as other areas within the program that strengthen and enhance the athletic compliance effort as a whole.

Licensing Management

Administers KSP Property's licensing program through protection of the KSP Property marks and name, promoting the Schools brand through various business channels, and maximizing royalty revenue generated from such activities, facilitates cooperative working relationships with the Team Stores, Athletics, Kelly Sports Properties, Marketing and Communications, Alumni Association,

- Facilitate cooperative and collaborative community and institutional relationships
- Develop and implement new department projects designed to enhance and generate more branded merchandise sales
- Develop department strategies and marketing campaigns • Communicate with vendors
- Facilitate relationships between vendors and retailers
- Ensure customer satisfaction with all licensing clientele

Trademarks and Licensing is responsible for planning, managing, protecting and promoting the use of the KSP Property names, logos, designs, trademarks, service marks and other identifying materials. Manage a licensee base of vendors and retail outlets to generate an annual royalty income. Perform regulatory and administrative operations of the trademark program and serve as an information resource for the KSP Property community and/or the general public concerning trademark licensing and enforcement.

Participate in appropriate license reviews and negotiations

- Utilize social responsibility reports and business performance data to determine eligibility for annual license renewal
- Alert licensees of potential breach of Code of Conduct and performance adjustments needed to ensure continued partnership. Notify unlicensed manufacturers of illegal sales and liaise with KSP and outside counsel to halt sales and/or misuse.
- Communications to licensees and licensing agents, and tracking licensee response. Interpret policies, guidelines and procedures to monitor, authorize and manage trademark use by the KSP Property community, licensees, businesses, and individuals. Pursue and resolve trademark infringement activities on behalf of the KSP Property including:
 - Coordinating game enforcement activities: Work with KSP, the Athletic Department and Administration to patrol stadium grounds and surrounding area prior to sports events including athletic special events
 - Monitoring publications, internal and external, such as newspapers, magazines, social media and websites, for unauthorized use of the trademarks
 - Conducting periodic surveys in retail outlets through area to discover unlicensed merchandise and educate retail buyers regarding the necessity of purchasing licensed merchandise.
 - Work with the Institutional community, manufacturers, retailers and general public to provide information about the Institutional licensing program

VERTICAL OPPORTUNITIES

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|--------------------------|-------------------------|-----------------------|----------------|
| • Fall Sports | • Winter Sports | • Spring Sports | • Activities |
| – Girls Volleyball GVB | – Girls Swim & Dive GSD | – Boys Track BTRK | – Cheer CHR |
| – Softball SB | – Girls Basketball GBB | – Girls Track GTRK | – Dance DNC |
| – Football FB | – Boys Basketball BBB | – Girls Soccer GSOC | – Music MUS |
| – Girls Golf GGLF | – Wrestling WRS | – Baseball BASE | – Academic ACD |
| – Girls Tennis GTEN | | – Boys Golf BGLF | – Speech SPH |
| – Boys X Country BXC | | – Boys Tennis BTEN | – Debate DBT |
| – Girls X Country GXC | | – Boys Volleyball GVB | – Band BND |
| – Girls Field Hockey GFH | | – Girls Lacrosse LAX | |
| – Boys Swim & Dive BSD | | – Boys Volleyball BVB | |
| – Boys Soccer BSOC | | | |