



Redbird Athletics Marketing

**Athletics Marketing Internship Program
Manual and Application Information**



Redbird Athletics Marketing

Mailing Address:

Redbird Athletics – Marketing
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Normal, IL 61790-2660

Redbird Athletics Marketing Office Directory



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Assistant Director of Marketing
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Redbird Athletics Marketing Graduate Assistants:

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Redbird Athletics Marketing

Program Overview

Marketing intern positions within the Redbird Athletics Marketing office provide a unique and exciting opportunity to work with the Illinois State Athletics Department. 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 programs as well as game day management and promotional development. It will allow you the freedom to be creative and help Redbird Athletics “Spread the Red” in Bloomington-Normal and the surrounding region! This position provides an invaluable experience, one which is sure to benefit your future career in any field. ***This is an unpaid internship.***

Illinois State Athletics views Redbird Marketing interns as a crucial component of the overall department 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 Redbird Athletics promises to provide an exciting and educational hands-on internship experience. Be a part of the Redbird 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 game management within an 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 Redbird Athletics Marketing interns are assigned to help coordinate the marketing and promotions of all 19 Redbird varsity athletics programs, including Redbird 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 the game management and operations of athletic events. For the summer internship program, the positions will also include athletics sales of corporate sponsorships and group/season tickets.

Expectations

Time Commitment

A key component of the internship experience requires interns to work at the various athletics events, external marketing/sales opportunities, and community mascot 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. Depending on the type of internship, interns may also be required to work daily office hours within the Athletics Marketing office. 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 must work 10 to 20 office hours per week in addition to game assignments. Game day interns work strictly during athletics events and external marketing events and **DO NOT** work any office hours. 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



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not be expected to attend their 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 Athletics Marketing staff. 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 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 athletics business as possible. We want your experience with Illinois State Athletics to be educational and worthwhile.

Standards or Conduct

Marketing interns represent the Illinois State Athletics Department 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 in the office, 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. For Men's and Women's basketball events, workers should wear semi-formal attire (shirt and tie, dress shirt, slacks, etc.). Dress code for all other events will be indicated by the marketing staff.

Phone Etiquette

Always be courteous and answer the phone, "Illinois State 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

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.



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Redbird Athletics Information

Key Athletics Department Staff Members

Gary Friedman, Director of Athletics
Larry Lyons, Executive Assoc. AD
Leanna Bordner, Sr. Assoc. AD & SWA
Cindy Harris, Assoc. AD – Compliance
Todd Kober, Assoc. AD – Communications

Bethany Bucholtz, Assist. AD – Ticket Ops.
Peyton Deterding, Assist. AD – Facilities
Brad Ledford, Assist. AD – Marketing
Matt Lyons, Assist. AD- Development

Head Coaches

Mark Kingston, Baseball
Tim Jankovich, Men's Basketball
Stephanie Glance, Women's Basketball
Brock Spack, Football
Ray Kralis, Men's Golf
Darby Sligh, Women's Golf
Rob Conkling, Gymnastics
Drew Roff, Women's Soccer

Melinda Fischer, Softball
Steve Paska, Swimming/Diving
Cris James, Men's Tennis
Chris Hoover, Women's Tennis
Elvis Forde, Men and Women's Track
Jeff Bovee, Men and Women's Cross Country
Melissa Myers, Volleyball

Redbird Quick Facts

- Location: Normal, Illinois
- Founded: 1857
- Enrollment: 20,100
- President: Dr. Al Bowman
- Nickname: Redbirds
- Mascot: Reggie Redbird
- National Affiliation:
 - NCAA Division I
 - Football: NCAA Division I
(Football Championship Subdivision)

Varsity Sports Offered:

- **Women (11):** Basketball, Golf, Gymnastics, Soccer, Softball, Swimming/Diving, Tennis, Indoor and Outdoor Track & Field, Volleyball, and Cross Country
- **Men (8):** Baseball, Basketball, Football, Golf, Tennis, Indoor and Outdoor Track & Field, and Cross Country

Conference Affiliations:

- 18 of Redbird's 19 athletic teams compete at the Division I level in the NCAA
 - **Missouri Valley Conference (MVC):** was founded in 1907 and comprised of 10 institutions. Current members include Bradley, Creighton, Drake, Evansville, Illinois State, Indiana State, Northern Iowa, Southern Illinois, Missouri State, and Wichita State.
- Football competes in the Division I Football Championship Subdivision (FCS) in the NCAA
 - **Missouri Valley Football Conference (MVFC):** was founded in 1984 and comprised of 9 institutions. Current members include Illinois State, Indiana State, North Dakota State, Northern Iowa, South Dakota State, Southern Illinois, Missouri State, Western Illinois, and Youngstown State.



Nike is the Official Outfitter of Redbird Athletics



Redbird Athletics Marketing

Marketing Assistant Program Application Information

Fall/Spring Internships

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

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

Description: Assist in all aspects of marketing operations in an NCAA Division I Athletics Department. Intern will assist with promotions, including promotional development, preparation, administration; assist with student activities; assist with distribution of marketing materials within the surrounding community; and assist in daily operational activities of a marketing department.

Job Responsibilities:

- Required to work all 6 home football games during fall semester.
- Must be available to work 75% of all home athletics events during semester assigned.
- Assist with the development and implementation of game day promotions, including 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 Red Alert, the Official Student Spirit Group of Redbird Athletics.
- Assist with the operations of special Athletics Department events.
- Assist with mascot appearances taking place both on and off campus.
- 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 the Redbird Marketing Staff.
- Possess an interest and/or desire to work in the business of athletics.
- Be willing to work nights, weekends, and during academic breaks as required by the game schedules of the various Redbird Athletics Programs.
- Demonstrate the ability to treat this internship as a real job and fulfill the requirements of the position.
- Prior knowledge of Adobe Creative Suite software (Photoshop, InDesign, Illustrator, etc.) a plus.



Redbird Athletics Marketing
Fall/Spring Internships

Game Day Athletics Marketing Intern (fall/spring) – 3 to 6 positions available

Commitment: Athletics events and external events ONLY

Description: Assist in the game day operations of an NCAA Division I Athletics Department. Intern will assist with promotional administration at athletics events, assist with in-game production, assist with student activities, and assist with marketing events within the surrounding community.

Job Responsibilities:

- Required to work all 6 home football games
- Must be available to work 75% of all home athletics events
- Assist with the implementation of game day promotions, including on-court/field and in-game promotions, music, game production scripts, etc.
- Assist with Red Alert, the Official Student Spirit Group of Redbird Athletics.
- Assist with the operations of special Athletics Department events.
- Assist the Illinois State University mascot before and during games.
- Assist the Athletics Marketing staff with setup and operations on game days.

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 the Redbird Marketing Staff.
- Possess an interest and/or desire to work in the business of athletics.
- Be willing to work nights, weekends, and during academic breaks as required by the game schedules of the various Redbird Athletics Programs.
- Demonstrate the ability to treat this internship as a real job and fulfill the requirements of the position.



Redbird Athletics Marketing
Summer Internships

Part-Time Athletics Sales & Marketing Intern (summer) – 2-4 positions available

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

Description: Assist in the corporate sales and marketing operations of an NCAA Division I Athletics Department. 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. Interns will also assist in daily operational activities of a marketing department.

Job Responsibilities:

- Responsible for the cultivation and stewarding of potential new sponsors.
- Responsible for the sales of group and season tickets.
- Assist with development of sponsorship proposals and contracts.
- Assist with the operations of special Athletics Department events.
- Assist with external selling opportunities taking place in the community.
- Assist with promotional planning and development.
- Assist with mascot appearances taking place both on and off campus.
- 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 the Redbird Marketing Staff.
- Possess an interest and/or desire to work in the business of athletics.
- Be willing to work nights and weekends as needed.
- Demonstrate the ability to treat this internship as a real job and fulfill the requirements of the position.
- Prior knowledge of Adobe Creative Suite software (Photoshop, InDesign, Illustrator, etc.) a plus.

*Applicants should contact LB Nagle, Assistant Director of Marketing
at (309) 438-3630 or lb nagle@ilstu.edu.



Redbird Athletics Marketing
Redbird Athletics Marketing Internship
OFFICIAL APPLICATION

Name: _____

ISU ID# (if applicable): _____ E-mail Address: _____

Local Address: _____

City: _____ State: _____ Zip: _____

Permanent Address: _____

City: _____ State: _____ Zip: _____

Permanent Phone: _____

Major: _____ Minor (if applicable): _____

Cumulative GPA: _____ Expected Graduation Date: _____

1. Semester(s) interested in internship (please circle all that apply and indicate year):

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*) Game Day (*No Office Hours*)

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

4. Do you have current driver's license? Yes No

5. Do you have a vehicle on campus? Yes No

Deliver completed application and resume to:

LB Nagle
Assistant Director of Marketing
Illinois State Redbird Athletics
223 Redbird Arena
Normal, IL 61790-2660

or

Fax: (309) 438-3513, attn: LB Nagle

Email: lbnagle@ilstu.edu

**For more information, contact the Redbird Athletics Marketing Office:
(309) 438-3630 or lbnagle@ilstu.edu**

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