



## SPORTS MARKETING ASSOCIATION

### Fast Facts

#### MISSION

- Promoting the AWARENESS of all Villanova sporting events on campus and in the community
- To have a high rate of INVOLVEMENT, providing assistance in the season marketing campaign and the individually assigned events in the planning and execution stages
- Using CREATIVITY to inspire and attract new and old fans to Villanova sports
- Providing support for athletics in a TIMELY and consistent manner
- Get EDUCATED about Sports Marketing, the industry, and about Villanova

#### JOB DESCRIPTION – Marketing, Promotions, Event Management, Community Relations

- Provide on- and off-campus advertising for all of the sports listed below (creating flyers, sending e-mails, distributing schedule cards, etc.)
- Providing event support at all football, select basketball, and assigned Olympic sports including, but not limited to setting up equipment, running on-court or on-field promotions, selecting contestants, coordinating fan activities, etc.
- Attend SMA meetings and contribute by suggesting social events, fundraising opportunities, and creative ways to entertain the fans at games.

#### BENEFITS

- Villanova gear
- “Field trips” to other sporting events, venues, and games
- Involvement with the Villanova football, basketball, soccer, field hockey, volleyball, baseball, softball, and lacrosse teams

#### APPLICATION

- **Due Saturday, September 2<sup>nd</sup> (this Saturday!) at 5 PM\***
- Must be available early next week for an interview
- Must be available to work all football home games!

Please note that traditionally, we receive between 30-50 applications for this club, and this year we will be taking on only THREE new members, so all requirements must be met in order to proceed in the interview process!



## SPORTS MARKETING ASSOCIATION

Application to join the SMA for the 2006-2007 school year

Name: \_\_\_\_\_ Year: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

Why do you want to be an SMA?

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How would you get your fellow students to come to a soccer/field hockey/volleyball game at Villanova, without spending more than \$10 on marketing materials?

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What other clubs or activities are you involved in, either on- or off-campus?

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Are you prepared to work every home football game this season? \_\_\_\_