

Northwestern Sports Marketing Association

Membership Summary

Membership Eligibility

Membership is open to all undergraduate and graduate school Northwestern students.

Membership Requirements

In order to be a member in good standing, members are required to assist in a minimum of the following:

- 2 home football game
- 5 home men's basketball games
- 5 home women's basketball games
- One full season of an Olympic Sport program (see below)
 - Fall
 - Men's Soccer
 - Women's Soccer
 - Volleyball
 - Field Hockey
 - Winter
 - Wrestling
 - Swimming and Fencing
 - Men's and Women's Tennis
 - Spring
 - Baseball
 - Softball
 - Lacrosse

Additionally, all members are required to attend the quarterly Sports Marketing Club meetings.

Time Commitment

Time commitment varies from sport to sport, however members scheduled to assist at selected home contests should anticipate on arriving one or two hours prior to the scheduled start time of the game.

Sample Sport Responsibilities

- Assist athletic department staff with creative promotional ideas for the season-long marketing plan.
- Assist athletic department staff with all flyering, mailings and communication of promotional days.
- Spearhead most student marketing for the sport.
- Responsible for attending ALL home games to help with promotions.
- Responsible for researching new groups to market.
- Help with any postseason home activity.

Feel free to contact John Mack (j-mack@northwestern.edu) with any questions.