



# Sports Business Initiative (SBI) Student Internship - Sponsorship & Partnerships

**Position Title:** SBI Intern – *Sponsorships/Partnerships*

**Time Commitment:** 4–6 hours per week (unpaid, for professional development)

**Duration:** *One Semester*

**Reports To:** SBI Executive Member – *Ty Guenther, Executive Vice President*

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## Overview:

The SBI Internship program provides members with hands-on experience in the sports business industry. Each intern will focus on a specific area of the sports ecosystem, gaining practical skills, industry knowledge, and professional mentorship from SBI executive members.

This experience is designed to strengthen résumés, provide real-world project exposure, and prepare members to stand out in future applications and interviews within the sports industry.

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## Responsibilities:

Intern responsibilities may vary based on focus area but generally include:

- Supporting SBI executives in planning and executing projects and initiatives.
- Conducting industry research (teams, leagues, sponsorships, media, analytics, etc.).
- Assisting in content creation (presentations, social media, case studies, or reports).
- Helping organize SBI events, workshops, or networking opportunities.
- Participating in regular check-ins with SBI executive mentors.
- Presenting findings and progress to the broader SBI team at designated intervals.

### **Research & Outreach**

- Identify potential local and national companies aligned with sports, business, and student engagement.
- Draft and send outreach emails to potential sponsors/partners.
- Maintain a database of current and prospective sponsors with contact info and notes.

### **Relationship Management**

- Serve as a point of contact for sponsors regarding general body meetings, events, and giveaways.
- Ensure timely communication with partners (confirmations, reminders, follow-ups).
- Help draft thank-you messages or social media shoutouts for partner recognition.

### **Event Support**

- Coordinate logistics of sponsored items (giveaways, food/drinks, merchandise).
- Assist the exec team with incorporating sponsor materials into general body meetings.
- Track attendance/engagement when sponsored items are distributed (for reporting to sponsors).

### **Creative Contributions**

- Brainstorm new types of partnerships (ex: sports teams, fitness brands, nutrition companies, local businesses).
- Suggest fun, engaging giveaway ideas that would excite SBI members.
- Support the VP of Communications (Grace!) with sponsor-related content for newsletters or slides.

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## **Learning Outcomes:**

By the end of the internship, interns will:

- Gain specialized knowledge in their chosen focus area of sports business.
  - Develop project management, communication, and teamwork skills.
  - Build a stronger professional network through SBI initiatives and industry exposure.
  - Create portfolio-ready work (research, presentations, reports, or content).
  - Enhance career readiness for internships and full-time roles in the sports industry.
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## **Qualifications:**

- Active member of the Sports Business Initiative.
  - Strong interest in pursuing a career in sports business.
  - Excellent communication, organizational, and time management skills.
  - Ability to work independently and collaboratively.
  - Eagerness to learn and take initiative.
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## **Commitment:**

- 4–6 hours per week.
- Flexible scheduling to accommodate academic priorities.
- Attendance at bi-weekly or monthly SBI meetings/check-ins.