



## SAN DIEGO BOWL GAME ASSOCIATION INTERNSHIP OPPORTUNITY

### Organization Summary:

The San Diego Bowl Game Association is a nonprofit organization responsible for producing the San Diego County Credit Union Holiday Bowl – as well as the surrounding “Bowl Week” events. The mission of the SDBGA is to generate tourism and an economic benefit for the San Diego region.

### Internship Summary:

The bowl is hiring three (3) interns to be assigned the following tasks as appropriate. The bowl interns will report to the Senior Director, Events & Social Media. The internship will cover many behind-the-scenes aspects of the football game, including, but not limited to: event logistics and management, sponsor relations, in-game promotions, social media, media relations and volunteer coordination.

### 2018 Intern Responsibilities by Position

#### EVENTS INTERN

- Assist with event operations for the following:
  - Luncheon
  - Parade
  - Pregame & Halftime Show
  - Hospitality
  - Bands
  - On-field promotions
- Parade responsibilities:
  - Volunteer Management
  - Grandstand Orders
  - Scripting
- Social media experience and understanding
- All items listed under “general assignments” below

#### SPONSORSHIP INTERN

- Coordinate all on-field presentations and promotions during each both game
  - Includes sponsor communication, managing deadlines, and game-day programming
- Manage and fulfill sponsor contract benefits and assets
- Manage sponsor databases and lists for outreach campaign
- Assist with coordination of Most Inspirational Player program
- Assist with event-day Will Call efforts
- All items listed under “general assignments” below

#### SOCIAL MEDIA INTERN (possible part-time position)

*Requires a strong understand and skill with Facebook, Twitter, Instagram and Pinterest*

- Produce original content for and maintain bowl games’ social media accounts
- Attend all bowl events for live posting/videos
- Curate promotional posts for bowl sponsors, events, etc.
- Experience running digital campaigns and contests
- Experience with social media promotions and ads preferred
- All items listed under “general assignments” below

### **General Assignments**

- Assist with and organize media and game-day credentialing
- Coordinate special game-day projects and promotions
- Communicate event details with large volunteer database
- Assist with promotion of all weekly bowl events, attend all weekly bowl week events (as assigned)
- Communicate event details with large volunteer database
- Assist with coordination of weekly bowl deliveries
- Assist with other duties as assigned

### **Intern Commitment and Requirements**

School Credit: Internship MUST be taken for college credit.  
Internship Dates: November 1 – January 1  
Hours: November – 20hrs/week  
December – 40hrs/week – Some weekends and holidays will be requested including December 2, 26, 27, 28, 29, 30, 31 & January 1.  
Internship Stipend: \$3,000 total (for 2 months)

### **HOW TO APPLY**

Email the following to [katharine@holidaybowl.com](mailto:katharine@holidaybowl.com):

- Resumé & cover letter
- Desired position(s)
- Social media handles: IG and Twitter

### **Contact Information:**

Katharine LiMandri, Senior Director, Events & Social Media, (619) 283-5808,  
[katharine@holidaybowl.com](mailto:katharine@holidaybowl.com)