

**2011-2012
INTERNSHIP PROGRAM PACKAGE**



**NBA Development League
Iowa Energy**

NBA Affiliates:



Dear Prospective Intern:

Thank you for your interest in the Iowa Energy Internship Program. The Iowa Energy is a member of the National Basketball Association Development League, the official minor league of the NBA.

If your goal is a career in professional sports - marketing, administration, design, public relations or recreation, you have made the right decision to contact us. Intern positions are currently available in most departments. Interns will acquire practical knowledge through hands-on experience and gain invaluable skills necessary to compete for jobs in the sports industries when their program is completed.

As you will see in the following pages, the Iowa Energy offer internship positions in Graphic Design, Marketing, Sales, Public/Media Relations, Community Relations, New Media/Video Production and Game Operations. Although each respective position differs in its responsibilities, all positions will participate in various Marketing/Community activities. All positions are similar in regards to time commitments. However it is still important that you read through each description and carefully consider the program(s) which interests you most.

Even if you have already made contact with the Iowa Energy via a resume or phone call, you must formally apply for the internship program(s) of your choice by submitting your resume, cover letter, application and all related/requested materials.

Thank you for your interest in the Iowa Energy and good luck!

Sincerely,

Randi Burrell
Director of Game Operations & Community Relations

www.IowaNBA.com

Iowa Energy
730 Third Street
Des Moines, IA 50309
(515) 564-8550
Fax (515) 564-8551

Graphic Design/Marketing Internship*

Internship begins:	On or around October 14
Internship ends:	April 30
Hours per week:	15-30
Compensation:	Unpaid; Credit only, if applicable
Reporting directly to:	Director of Game Operations/Executive Staff

Intern will work closely with all office staff/various departments.

****Prefer (but not required) intern to have needed design program on personal computer that they can utilize such program during both office and non-office hours****

Responsibilities include but are not limited to the following:

- (a)** Create various marketing pieces throughout the season, including, but not limited to: entrance/exit marketing; group flyers; promotional flyers; event and game-specific advertisements; email signatures; website content; etc
- (b)** Assist in planning and creating of various elements used during Energy games, on Energy website, etc
- (c)** Building and maintaining photo galleries, related databases, etc for the Iowa Energy organization, players, sponsors, etc
- (d)** Assist with game/special events while working with team sponsors to coordinate sponsorship elements and in-arena promotional activity.
- (e)** Other duties and responsibilities as assigned

Interns are REQUIRED to work every home game

Sales/Marketing/Promotions Internship* (also offered during summer)

Internship begins:	On or around October 14
Internship ends:	April 30
Hours per week:	15-30
Compensation:	Unpaid; Credit only, if applicable
Reporting directly to:	General Manager/Executive Staff

Intern will work closely with all office staff/various departments.

Responsibilities include but are not limited to the following:

- (a) Assist with establishing a strategic marketing plan to achieve team and business objectives
- (b) Assist with developing and executing comprehensive marketing plans and program
- (c) Assist with researching, analyzing, and monitoring financial, technological, and demographic factors to capitalize on market opportunities and minimize effects of competitive activity
- (d) Assist with planning and overseeing advertising and promotion activity including print, online, electronic media, and direct mail
- (e) Assist in the development and production of promotional and collateral materials
- (f) Assist with game night activities
- (g) Assist with developing and executing plans to increase team's database
- (h) Assist in development and execution of grass-roots marketing program as directed
- (a) Assist with developing marketing plans for events as directed
- (b) Other duties and responsibilities as assigned

Interns are REQUIRED to work every home game

PR/Media Relations Internship*

Internship begins:	On or around October 14
Internship ends:	April 30
Hours per week:	15-30
Compensation:	Unpaid; Credit only, if applicable
Reporting directly to:	Executive Staff/Various

Intern will work directly with all office staff/various departments.

Responsibilities include but are not limited to the following:

- (a)** Assist on a day-to-day basis with developing channels locally and across the region for disseminating news and publicity regarding the team for newspapers, television, radio, periodicals and websites
- (b)** Feature writing; creating, writing and distributing press releases and media advisories
- (c)** Developing and nurturing relationships with targeted media
- (d)** Maintaining and updating files on a daily basis
- (e)** The logistics of special events and press conferences
- (f)** Working closely with team colleagues and the league to ensure high visibility and clear positioning of the team with local audiences
- (g)** Assist with game-day operations, including (but not limited to) media credential requests; setting up press accommodations; compilation and distribution of game notes; compilation and distribution of statistics; compilation and distribution of post-game notes, quotes and box scores and faxing all post game information.
- (h)** Other duties and responsibilities as assigned

Interns are REQUIRED to work every home game

New Media/Video Production Internship*

Internship begins:	On or around October 14
Internship ends:	April 30
Hours per week:	15-30
Compensation:	Unpaid; Credit only, if applicable
Reporting directly to:	Director of Game Operations/Executive Staff

Intern will work closely with all office staff/various departments.

Responsibilities include but are not limited to the following:

- (f)** Create various video pieces throughout the season, including, but not limited to: pre-game/intro videos; player interviews; community outreach projects; mascot skits; crowd prompts; etc
- (g)** Assist in planning, creating, implementing and executing Video/Production elements used during Energy games, on Energy website, etc
- (h)** Building and maintaining video catalogs, photo galleries, etc for the Iowa Energy organization, players, sponsors, etc
- (i)** Assist with game/special events while working with team sponsors to coordinate sponsorship elements and in-arena promotional activity.
- (j)** Other duties and responsibilities as assigned

Interns are REQUIRED to work every home game

Community Relations Internship*

Internship begins:	On or around October 14
Internship ends:	April 30
Hours per week:	10-30
Compensation:	Unpaid; Credit only, if applicable
Reporting directly to:	Director of Community Relations

Intern will work closely with all office staff/various departments.

Responsibilities include but are not limited to the following:

- (c)** Assisting with scheduling appearances for players, coaches and mascot at various community functions/activities and organizations – to increase awareness and enhance brand image.
- (d)** Work all assigned community relations events
- (e)** Assist with coordinating NBA D-League Cares and Read To Achieve Events
- (f)** Utilize community relationships and donation requests to provide ongoing ticket sales leads
- (g)** Assisting with on-court community service/recognition presentations
- (h)** Facilitate and conduct arena tours as needed
- (i)** Assist with youth basketball programs such as camps and clinics
- (j)** Assist in enhancing basketball outreach initiatives to expand relationships, build database and strengthen presence
- (k)** Assist in maintaining tracking systems to monitor requests and responses for donations, appearances, fan mail, etc
- (l)** Work with PR and Marketing staff to optimize coverage and promotion of CR events; support efforts to develop and drive content for website and media coverage
- (m)** Other duties and responsibilities as assigned

Interns are REQUIRED to work every home game

Game Operations Internship* (Very limited availability)

Internship begins:	On or around October 14
Internship ends:	April 30
Hours per week:	15-30
Compensation:	Unpaid; Credit only, if applicable
Reporting directly to:	Director of Game Operations

Interns will work directly with the Director of Game Operations.

Responsibilities include but are not limited to the following:

- (a)** Assist with the development and fulfillment of in-game entertainment elements including scheduling and support for halftimes, anthem performers, color guards, quarter break and timeout activities (sponsored and non-sponsored) and all concourse activity.
- (b)** Assist with activities and events related to the Kid's Club, Season Ticket Holder Events, Team Events, and many other activities
- (c)** Assist with planning, coordination and implementation of game presentation and operations
- (d)** Assist with game/special events while working with team sponsors to coordinate elements of marketplace and in-arena promotional activity on behalf of the organization
- (e)** General office duties: promotions, data entry, answering phones, copying, filing, faxing
- (f)** Must be willing to serve as team mascot if needed
- (g)** Other duties and responsibilities as assigned

Interns are REQUIRED to work every home game



2011-2012 Iowa Energy Internship Application Form

Student Information

Name: _____ Date _____

Address: _____

Home Phone #: _____ Cell Phone #: _____

E-Mail Address: _____ Expected Graduation Date: _____

Major: _____ Minor: _____

School Information

School Name			
School Contact			Phone
Title			Fax
Address	City	State	Zip

Internship Information

Type of Internship Sought		Unpaid; academic credit if applicable
Available hours per week to commit to internship	Desired length of internship	
Relevant classes completed in relation to internship		
Reason for Internship		
For what Semester(s) do you wish to intern with the Iowa Energy? If specific dates exist, please specify.		
Season October 14th – April 30th	Summer 2012	Other (please specify)

Name: _____

Do you have any previous working experience in sports?

What work experience have you had that you feel you will be able to apply in this internship?

What work experience, skills, and/or qualities do you wish to develop from an internship with the Iowa Energy?

What skills can you offer our organization during this internship?

What is your long term objective and/or career goal?

Are you proficient with Adobe Illustrator, In Design or any other similar design programs? Do you have these programs available to use outside of office hours? If so, please specify.

Please attach a copy of your class schedule (also note any other jobs or activities that will impact your availability for office hours and team activities), a cover letter, current resume and references with application and return to the Energy:

Iowa Energy, Attn: Internships, 730 Third Street, Des Moines, IA 50309
Phone: (515) 564-8550 Fax: (515) 564-8551