



SPORT MANAGEMENT INTERNSHIP INFORMATION

2010 SEASON (Spring/Summer)

**Collegiate Summer Baseball at
Historic Fleming Stadium**

2005 Coastal Plain League Organization of the Year

Overview

The Wilson Tobs are currently seeking enthusiastic internship candidates for the 2010 season. The Wilson Tobs are a member of the Coastal Plain League, a collegiate summer league certified by Major League Baseball and the NCAA. The Tobs play at Historic Fleming Stadium, a Wilson landmark, with 29 home games during the summer season.

The Tobs are looking for current undergraduate and graduate students in sport management, or related fields, that are serious about a career in professional or amateur team sports. If you are a successful candidate, you will get the opportunity to gain practical experience in multiple areas of team operations, including sales, marketing, promotions, stadium operations, ticketing, merchandising, media and public relations and management. You will be working directly with general manager, Ben Jones, who recently finished his third year as general manager of the Tobs after a successful three-year tenure in the St. Louis Cardinals organization. You also will be working with Chip Pruden who is entering his third year in baseball and second as the Tobs assistant general manager. What does this mean to a potential intern? It means that Tobs' management understands what skills and experience are needed to succeed in this business. You will be challenged with a variety of responsibilities designed not only to ensure the success of the Tobs in 2010, but also to impress hiring officials with teams, leagues and organizations in the future. It also assures you, upon successful completion of your internship, with experienced mentors who can assist you with the advancement of your career.

This will not be your typical internship. The Tobs organization is committed to making our interns an integral and equal part of our operation. Considering our small staff, you will be relied upon to provide insight and to make decisions regarding all aspects of the operation. Your opinion will be solicited and your ideas will be welcomed. You will oversee a special area of responsibility that will permit you some autonomy in its operation, with guidance and support from the general manager and assistant general manager, and will assist in two group-oriented projects with your fellow interns and one member of the executive staff. As an intern with the Tobs, you will work hard for a significant amount of hours during the summer, for very little compensation. (If money and free time are high priorities for you, it would be advisable that you consider pursuing a different career path.) Due to the importance of your role to the team, you will be expected to commit full-time throughout the 2010 season. Realistically, this type of internship is not for everyone, only those select individuals who are committed to career success in sport marketing or related fields. Please note, however, that you will not be asked to do anything that is not similarly expected of all members of the management team.

During the time you are an intern with the Wilson Tobs, you will experience first-hand all aspects of the operation of a baseball team. The practices of our organization closely resemble those of all minor league teams, and, on a smaller scale, most major league and intercollegiate sports organizations. The skills you will acquire will be easily transferable to any sports field in which you desire to work. At the end of your experience, you may feel that you worked harder in those few months than at any other time in your life. However, you will be rewarded with significant practical experience, the positive sensation of a successfully completed season and new friendships among your fellow staff members, ballpark employees and fans that will stay with you and be very beneficial to your future success.

Job Duties

General Responsibilities

All Interns will assist in the following areas:

- **Promotional Nights.** You will assist with creation and implementation of promotional events at selected home games.
- **Game Operations.** You will assist in set up and operation for Fleming Stadium for each game night.
- **Community Marketing.** You will assist in grassroots marketing of the Wilson Tobs throughout the community, including: delivering pocket schedules and ticket information to area businesses, assisting with displays and information distribution at area events, supporting speaking engagements, and even sometimes performing as the team's mascot, Slugger.
- **Administration Assistance.** Yes, you will have to answer the phones, make copies, stuff programs with inserts, send out mailers, etc. However, with a small front office, we all have to do it, too.
- **Other Operations.** We have a philosophy that no one, from the general manager down to the batboys, is ever allowed to say, "That's not my job." There will be a variety of projects and tasks that will surface and we will all have to pitch in and get them done. These may often be jobs that a college-educated person would not expect to perform on a daily basis, but are necessary to our operation.
- **Group Ticket Sales.** The Tobs offer various group packages including discounted tickets, pregame picnics, birthday parties, field-of-dreams little league promotion, etc and you will assist with the operation of this program. This sales experience will provide you with an important advantage over other full-time job seekers in the future.

Individual Areas of Responsibilities

The following are the specific job duties and positions that are available as internships for the 2010 season:

Operations

Operations Manager will assist in many aspects of stadium operations during the 2010 season. Some duties include; assisting with set up and operation of food service and catering, scheduling and supervising stadium employees, assisting with many team issues (including host families, travel, field maintenance, uniforms, etc.), assisting with game operations (including set up for sponsor displays and playground).

This internship is a great opportunity to get a real understanding of how a sports facility operates. While Fleming Stadium is a smaller venue than a major league, major collegiate, or even a motorsports facility, its operation is very similar to these venues.

Promotions/Marketing

Promotions/Marketing Manager will be focused on in-game promotions and on-field entertainment while assisting in projects that enhance the marketing of the Tobs. The Promotions/Marketing Manager will supervise all on-field contests and on-field entertainment, will assist with management of in-game atmosphere, including PA announcements, music, sound effects, etc., will oversee all player and mascot appearances, coordinate camps and similar projects and will supervise any community relations projects. Additionally, this individual will assist with advertisement placement for the team on radio, television and in newspapers and assist with the coordination of marketing projects.

Promotions, marketing and community relations are becoming very important to sports organizations as a way to create a positive market image and create a more entertaining environment to attract fans. Because of that need, this would be a perfect internship for someone looking for a well-rounded experience in these areas.

Merchandising/Promotions

Merchandising/Promotions Manager will oversee the Tobs' merchandising operation at Fleming Stadium, including all mail, phone and Internet orders. This individual will be responsible for inventory, staffing, and all sales of Tobs' merchandise, including; caps, T-shirts, novelties, scorecards, etc. Additionally, this position will meet regularly with the general manager to discuss sales trends, inventory, promotional ideas and other aspects of merchandising. In the area of promotions, this position will oversee all sponsored promotional events, primarily any premium giveaways. Additionally, this individual will supervise the guest services booth and its staff. This position will also work closely with the promotions/marketing manager on community appearances, in-game promotions and other similar areas.

Merchandising has become a big business in the sports industry, particularly in Minor League Baseball, the NBA, NFL, and NASCAR, with licensed apparel sometimes outpacing traditional areas of revenue. With more organizations recognizing the revenue power this aspect of their business can provide, this internship could position someone to grab a full-time job in this field.

Other Information

Start Date: Early May. We can be flexible based on school schedules, but interns should be available as soon as possible in May.
End Date: August 15
Compensation: \$200 per month, plus 15% commission on all group tickets, 10% on picnics

How to Apply

If you are serious about a career in the sports industry and are willing to make the commitment it takes to be successful, then send a letter of interest, resume and three references (with at least one professional reference) to:

Wilson Tobs Baseball
Attn: Ben Jones
P.O. Box 633
Wilson, NC 27893

Fax: 252-291-1224

Email: ben@wilsontobs.com