



## **GRASSROOTS MARKETING INTERNSHIP**

### **General Mission of the Program**

The program is designed to market and sell the Missouri vs. Illinois Arch Rivalry Football Game through Grassroots Marketing while also offering interns the chance to learn more about the St. Louis Sports Commission and its missions and goals.

### **Program Description**

The program provides college students with a hands-on event marketing experience. The components of the program include grassroots marketing campaigns and basic principles of marketing and public relations.

### **Program Structure**

Grassroots Marketing Interns will report each week to a “class session” of approximately one and a half hours. During this session, skills and objectives will be taught and assignments will be divvied out to students. Grassroots Marketing Interns are also responsible for developing and implementing grassroots marketing plan and appearances.

### **Who do we look for?**

The department looks for students who are motivated and creative. The ideal candidate is a person who is involved in a variety of campus activities and enjoys talking to people.

### **How are Grassroots Marketing Interns utilized?**

The St. Louis Sports Commission empowers students to become ambassadors for the Missouri vs. Illinois Arch Rivalry Football Game in the St. Louis Market and beyond.



## **GRASSROOTS MARKETING INTERNSHIP SUMMER 2010**

### **Job Title:**

Grassroots Marketing Intern for the St. Louis Sports Commission and the Missouri vs. Illinois State Farm Arch Rivalry Football Game.

### **Hours Required:**

Hours vary – Must be available for weekly meeting on (June 2010 through September 4, 2010), the Missouri vs. Illinois Arch Rivalry Football Game events on September 3, 2010 and September 4, 2010 & grassroots marketing events throughout the summer that may occur on evenings and weekends.

### **Job Description:**

The St. Louis Sports Commission is looking for a college junior or senior, or graduate student to serve as a Grassroots Marketing Intern for the Missouri vs. Illinois Arch Rivalry Football Game at the Edward Jones Dome on September 4, 2010. **The position is unpaid.**

### **The Grassroots Marketing Intern will:**

- Develop and oversee a grassroots marketing campaign through out the St. Louis Market to promote the Missouri vs. Illinois Arch Rivalry Football Game.
- Recognize and understand the components of sponsorship, public relations, sales and operations and its use and importance in the sports industry.
- Report to Director of Event Marketing and Sales at a weekly training meeting (June 2010 through September 4, 2010).

*\*Resumes are now being accepted.*

### **Contact:**

Karli Juenger  
St. Louis Sports Commission  
308 N. 21<sup>st</sup> Street – Suite 500  
St. Louis, MO 63103  
F: 314-621-1391  
[kjuenger@stlsports.org](mailto:kjuenger@stlsports.org)  
[www.statefarmarchrivalry.com](http://www.statefarmarchrivalry.com)