



General Sports Alliances
4695 South Monaco Street
Denver, CO 80237

P: (303) 713-8592
F: (303) 713-8217
www.gsalliances.com

General Sports Alliances, LLC Internship Program

ABOUT GENERAL SPORTS ALLIANCES

Launched in August, 2006 as a strategic extension of General Sports and Entertainment, General Sports Alliances (GSA) is a national sales agency that specializes in sponsorship sales and negotiations for premier sports and entertainment properties and municipalities. Given its intimate knowledge of the sponsorship industry, GSA also provides consulting for corporations seeking to secure major, multi-year sponsorship marketing relationships.



Built on quality, integrity and the passion to drive our client's business, GSA has been founded on these core principals – we deliver pure and measurable results and our client-focused approach is unrivaled. Chris Foy, President of General Sports Alliances, brings more than thirteen years of professional sales experience to General Sports, the majority of which has been focused on national sales.

The collective team of GSA and General Sports and Entertainment has firmly established both companies as leaders within the North American sports marketing landscape. Our expertise within the sponsorship industry has been utilized by many of the country's premiere sports and entertainment properties and among several of North America's top companies. Our commitment to our clients separates the General Sports brand from our competition and is what has provided our foundation for long-term growth.

ABOUT GENERAL SPORTS

General Sports and Entertainment is a multi-faceted sports and entertainment firm with a national reputation for excellence. General Sports was founded with the notion that the most effective way to build a successful business is through developing strong, sound relationships. We are convinced that there is no better way to build strong relationships than through the power of sports and entertainment.



General Sports was founded by Andrew D. Appleby, former Senior Vice President of the Detroit Pistons and Palace Sports and Entertainment. Over the course of 12 years with Palace Sports and Entertainment, Andy turned relationship building into an art form. His experience taught him that stronger relationships could be built by spending one night with clients in a suite at a basketball game than through 10 dinner appointments. *That* is the power of sports and entertainment.

“BUILDING RELATIONSHIPS THROUGH THE POWER OF SPORTS AND ENTERTAINMENT”



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At General Sports, our mission is to use the power of sports and entertainment to help our clients build relationships with clients, customers, employees and the community. Our clients work with us because of our expertise in customer service and building relationships, because we offer the strongest networking opportunities in the sports and entertainment industry, because of our experience in negotiating and marketing from both sides of the table, and most importantly, because of our ability to maximize the value of their sports and entertainment investments and grow their business. Let General Sports bring the power of sports and entertainment to your bottom line!

www.generalsports.com



THE INTERNSHIP PROGRAM

General Sports internships provide the opportunity to have an inside view into executive level operations. As a new company, interns are given the unique experience of contributing to the development of General Sports Alliances through various assignments that involve creativity and problem-solving.

Interns utilize and develop computer, sales and marketing, and communication skills within the sports and entertainment industry. General Sports offers one of the best networking opportunities in the industry. Our team has over 50 years of collective sports experience at a multitude of different organizations encompassing all of the major sports leagues and more.



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JOB DESCRIPTION

At General Sports, interns are able to have a direct influence on the company's growth and its development. Interns assist in the day to day tasks that keep the company operating. Some of these tasks include:

- ✦ Sales and operational support to executive staff
- ✦ Create and assist with proposal and marketing collateral design
- ✦ Production of marketing and sales campaign collaterals
- ✦ Prospect leads for sales campaigns and new business development
- ✦ Participate in applicable meetings and conference calls
- ✦ Maintain company databases
- ✦ Process introductory mailings for sales campaign
- ✦ Internet research
- ✦ Work with software programs including Microsoft Office, ACT!, Adobe Photoshop, etc.

INTERN QUALITIES

Qualities that General Sports desires its interns have include:

- ✦ Self-motivated
- ✦ Desire to learn from industry leaders
- ✦ Aspirations for success within the sports and entertainment industry
- ✦ Comfort and confidence with communication skill set
- ✦ Quality writing abilities
- ✦ Ability to prospect new leads
- ✦ Familiarity with Photoshop – proficiency a plus!
- ✦ Proficient with MS Office
- ✦ ACT knowledge preferred, but not crucial

INTERNSHIP PERIODS

General Sports hires interns year-round. A typical internship runs for about three months, but we are flexible depending on the intern's schedule. Here is a breakdown of the tentative internship periods:

Summer: June – August

Fall: September – November

Winter: December – February

Spring: March – May

We typically begin the interview process two months prior to the period start date. All internships are unpaid. We hire both full-time and part-time interns. Receiving school credit is not a requirement.

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WHO TO CONTACT

If you are interested in completing an internship at General Sports Alliances, please send your resume to:

Melissa Grant
Internship Coordinator
General Sports and Entertainment, LLC
mgrant@generalsports.com
P: (248) 601-2200 x127
F: (248) 601-2400

We would prefer to receive your resume via email, but will also accept resumes via fax.



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