Gastonia Grizzlies Baseball Club  
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Gastonia Grizzlies Internship Program  

The Gastonia Grizzlies are a member of the Coastal Plain League (CPL), a wooden bat collegiate summer baseball league with 14 franchises in North Carolina, South Carolina and Virginia. The CPL is certified by both Major League Baseball and the NCAA and is open to eligible players from NCAA Division I, II, III, NAIA and JUCO programs looking to forward their baseball career beyond college.

The Gastonia Grizzlies are entering their 13th season in the CPL. Gastonia is located in Gaston County, North Carolina, approximately 25 minutes outside of Charlotte. The Grizzlies will play 30 home games at Sims Legion Park from late May to early August.

The Grizzlies are one of the most successful franchises in college summer baseball. This past season the Grizzlies were named CPL Organization of the Year while winning the attendance crown. The Grizzlies finished 4th overall in attendance out of 400 college summer teams. The team is known for their crazy promotions, including dancing players, the Midnight Madness Game and their famous break dancing mascot, Chizzle!

The Grizzlies are looking for current undergraduate students in sport management or related fields who are serious about a career in professional or amateur sports. This is not a paid internship but can be used for college credit and will be great experience. The practices of our organization closely resemble those of all minor league teams and the skills you acquire will be easily transferable to any sports field in which you desire to work.

The Grizzlies will select one intern for each of the six positions listed below. They will focus on their particular area but will not be limited to that field. All interns will take part in all areas of operations and marketing for the team throughout the season.

- Box Office/Ticket Sales
- Food/Beverage
- Marketing/Graphic Design/Photography
- Sales/Operations
• Media Relations and Social Media
• On-field Promotions

**Box Office Intern:**
- Work directly with Director of Fun and Box Office Manager to service the majority of our group accounts and make sure their experience from start to finish is fun and easy.
- Work extensively with the ticket system which will include printing tickets, sorting tickets, taking orders over the phone, handling walk up ticket sales, and assisting in managing box office during game days.
- Oversee Will Call ticket file.
- Manage game day ticket count as well as sorting group tickets and creating ticket report for game days.
- Assist fans during games that are inquiring about ticket packages, group outings, advance tickets, and then implementing the sale.

**Food & Beverage Intern:**
- Work directly with Head of Concessions to maintain exceptional guest service and hospitality standards.
- Learn labor and food cost procedures, weekly ordering plans and then assisting Head of Concession in implementing.
- Assist Head of Concessions in overseeing service, including guest satisfaction, safety and sanitation according to regulations.
- Assist Head of Concessions in managing concession employees.
- Oversee order deliveries and inventory organization.
- Responsible for post game meal pick up/delivery at every home game.

**Marketing/Graphic Design Intern/Photography:**
- Work directly with Managing Partner to implement marketing and promotion objectives for every game day.
- Work extensively with Microsoft Office software to design and produce flyers to promote upcoming games and promotions.
- Responsible for placement of flyers in ballpark and around town.
- Assist Director of Fun with all mascot appearances.
- Oversee Intern Promo Team in executing guerrilla marketing.

- Take photos during events and use them for future marketing pieces.
- Oversee souvenir stand and all inventory and layout of merchandise on game days.
Sales/Operations Intern:
- Learn sales strategies from the staff and be part of inviting groups and individuals to the ballpark.
- Work directly with Managing Partner to ensure that all aspects of stadium operations are completed.
- Oversee all operations with Kids Zone and assist in managing game day staff employees.
- Oversee all operations with Beer Garden and assist Managing Partner with ordering.
- Responsible for preparing the ballpark on game days.
- Assist Food and Beverage Intern in order deliveries and inventory organization.

Media Relations/Social Media Intern:
- Work directly with Managing Partner and Director of Media Relations to manage media outlets.
- Assist Director of Media Relations in pre-game office duties to prepare for each game night.
- Assist Director of Media Relations with press releases as well as Twitter account.
- Assist Managing Partner with updates and promotion pages on Facebook as well as music for game night promotions.
- Work extensively with Daktronic Venus software to create slides for game information and promotions for video scoreboard. Training will be available.
- Responsible for maintaining press box.

On-Field Promotions Intern:
- Work directly with Managing Partner to coordinate our nightly show from start to finish.
- Assist Game Announcer in making sure promotions and announcements are implemented in a timely manner.
- Assist Managing Partner in creating a nightly script for game nights.
- Oversee all on-field promotions as well as recruiting fans to participate and then executing the promotions.
- Responsible for maintaining guest services.

All interns will lead certain sales and promotions efforts throughout the summer based on their interests. The Grizzlies will also put a huge focus on Customer Service and will train all interns and staff on this to guarantee that the Grizzlies provide the best service in the industry. Interns that excel in this area will be given the opportunity to act as “Usher-tainers” to our Premium Box Season Seat Holders. While interns will have certain focuses, we will rotate positions (especially during games) so that each intern can learn how to run a successful operation. The company who runs this team is often looking to hire full time positions and will look first at past interns to fill those roles.
Other Information

Interns will be required to work other events hosted by the Grizzlies at the ballpark.

**Full-time Start Date:** May 12\textsuperscript{th} 2014

**End Date:** August 16\textsuperscript{th} 2014 (last possible playoff home game)
potentially earlier based on Playoffs

**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, e-mail a cover letter and resume to Emily@gastoniagrizzlies.com