



2022 Lynchburg Hillcats Marketing/Promo Internship

The Lynchburg Hillcats, Single A Affiliate of the Cleveland Guardians, are currently accepting applications for interns to begin work in March of 2022. The various positions provide interested and qualified candidates an opportunity to gain valuable experience with a Minor League Baseball team. Our season runs from mid-April until the beginning of September during which we play 132 games (66 home games, 66 away games) in the Low-A East League.

Interns will learn multiple aspects of the sports industry while working closely with the front office staff including: public/community relations, marketing, promotions, ticket operations, sales, client relations, and front office duties.

Qualified candidates, who receive the opportunity to accept a position with the ball club, are expected to accentuate and uphold the tremendous tradition upon which the Lynchburg Hillcats has been built.

Application procedure and requirements for interested candidates:

- Candidates interested in the internship program must be available to work evening hours; including weeknights and weekends. Furthermore, candidates must demonstrate the ability to make their internship their top priority during the working months
- Candidates are required to have their own means of transportation
- Candidates are required to have their own housing in the area
- Interested candidates should send cover letter and resume to the following email (amatth@lynchburg-hillcats.com) or address:

Lynchburg Hillcats
Attn: Adam Matth, Internship Program
3180 Fort Ave.
Lynchburg, VA 24501

The Lynchburg Hillcats are an equal opportunity employer.

No phone calls please.

All applications must be submitted with all required materials above.

Incomplete applications will not be considered.

Lynchburg Hillcats Marketing/Promo Internship Application

Name: _____
Address: _____
City, State, Zip: _____
Phone Number: _____
Email: _____

Lynchburg Hillcats Marketing/Promo Internship

There will be one Marketing/Promo Intern for the 2022 season. This position will start in end of March with part time office responsibilities and continue through the remainder of the season completing in September. The position entails the following responsibilities:

- Update and manage Southpaw Kid's Club- facilitate unique events that get members excited and to the ballpark
- Assist in scheduling and preparing all pre and post game promotions
- Creation of new ideas to induce fan engagement/development such as season ticket holder autograph sessions, etc.
- Scheduling and attending player appearances/Southpaw appearances in the community
- Using social media to promote games and events, along with using social media as a way to interact with our fans through unique online promotions, and increase attendance
- Securing concourse entertainment (i.e. bands, performing arts, etc.) to entertain our fans from when the gates open to when the game begins
- Responsible for the creation of new and entertaining content for in-between inning promotions
- Being at the games to ensure all the in-between inning games are run flawlessly
- Organize and execute all pre-game on field components
 - Field of Dreams, National Anthems, Outstanding Students, etc.
- Making sure all nightly prizes, props, waiver, etc. are prepared
- Helping brainstorm and create different Southpaw skits for field entrance
- Securing National Anthem singers
- Helping distribute handouts/sign participants up pre-game for in between inning promotions
- Post game ¼ egress distribution
- Upload signup database
- Assisting in other general office and field duties

Please include the following information in your cover letter:

1. What are your projected start and end dates for this internship?
 - a. State Date _____
 - b. End Date _____
2. Tell us what you hope to gain by completing an internship with the Lynchburg Hillcats organization.