



## 2022 Lynchburg Hillcats Ticket Sales Internship

The Lynchburg Hillcats, Single A Affiliate of the Cleveland Guardians, are currently accepting applications for interns to begin work in January 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](mailto: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 Ticket Sales Internship Application

Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
City, State, Zip: \_\_\_\_\_  
Phone Number: \_\_\_\_\_  
Email: \_\_\_\_\_

There will be one Ticket Sales Intern for the 2022 Lynchburg Hillcats season. The description of the positions and the responsibilities are below:

Role will be to actively renew and sell new season ticket and mini-plan packages for the Hillcats. Additionally, this position will be overseeing our non-profit fundraising "May Day's" program. Complementing the sales duties, this internship concentrates on training, sales skills and developing experience in the sports industry. Throughout the program, you will be assisting the ticket department in reaching their goals for the 2022 season. Following the completion of the sales internship this position will work in a game day capacity at the ballpark in various roles as needed. Sales period will begin in February and end first week of May (or adjusted longer/shorter based off of sales success).

Responsibilities:

- Maximizing revenue through the sale of Hillcats ticket packages including season tickets, partial plans, and individual game tickets
- Developing and selling the participation of our May Days program to area non-profits
- Heavy outbound focus making calls based on leads lists
  - Lists include past individual game buyers, Kids Club pack parents, and past mini plan ticket buyers
- Utilize and maintain effective contacts
- Process and manage ticket orders
- Meet or exceed appointed weekly, monthly, and seasonal sales goals
- Assisting in other general office and field duties

Applicants must be extremely customer oriented, detail oriented, organized, outgoing, possess problem solving skills, possess people skills, and be willing to learn.

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.