

**Unit 12****Lesson 12.4 – Cover Letter & Resume**  
Careers in SEM**STUDENT ACTIVITY****Instructions**

*An internship has just been posted on the local baseball team's website for the position of Assistant Sponsorship Coordinator. The position with the Bay City Road Runners is paid and could provide an opportunity for full-time employment upon successful completion of the summer internship. Prepare a cover letter and resume assisting you in the application and employment process. The internship posting is provided below.*

**Bay City Road Runners****Minor League Baseball Club****Internship Posting**

**Title:** Assistant Sponsorship Coordinator

**Job Description:** This position provides sales and service support for the sponsorship department

**Job Responsibilities:**

1. Prepare sponsorship proposals and additional correspondence to assist in the sales process.
2. Develop banner advertisement themes for Road Runners website
3. Assist in on-field sponsorship promotions
4. Assist with the organization and development the annual sponsorship appreciation outing
5. Coordinate department's printing needs
6. Create additional sales opportunities for sponsorship department
7. Manage Road Runners Kid's Club
8. Support and service ticketing needs of Road Runners sponsors

**Qualifications:**

**Education:** Successful completion of a high school or higher sports and entertainment marketing course.

**Computer Skills:** Must have above average computer skills, including proficiency in Microsoft Word, Excel and PowerPoint.

**Communication Skills:** Requires exceptional customer service skills and have strong written and verbal communication skills.

**Miscellaneous:** Must be a problem solver who is able to work in a team environment.

**Supervised By:** Sponsorship Coordinator