



**ROCHESTER RHINOS**  
**2009 INTERNSHIP PROGRAM**



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The Rochester Rhinos are offering internships for the 2009 season. You will have the unique learning experience of working with a professional soccer teams. The Rhinos men's soccer team is a four-time championship USL 1<sup>st</sup> Division team.

We are offering positions in sales & marketing, sponsorship, video production, public relations, stadium operations, and athletic training. Our internships present a unique opportunity to gain hands-on experience in the daily operations of a USL 1<sup>st</sup> Division team during season and off-season.

**This is a credit-based internship only and is unpaid.**

Included in the 2009 internship packet, you will find an application, an internship guideline sheet, and descriptions of the positions available. Please look over the information provided, fill out the application, and send it back to our office with a copy of your resume using the contact information below:

Rochester Rhinos  
Attn: Jill Rizzo  
460 Oak St.  
Rochester, NY 14608  
Phone: (585) 454-5425  
Fax: (585) 454-7000  
JRizzo@rhinossoccer.com

## 2009 ROCHESTER RHINOS INTERNSHIP GUIDELINES

Thank you for your interest in completing an internship with the Rochester Rhinos. Below is some general information and guidelines for you to follow to make sure that everyone has the best experience possible.

### **Office Hours:**

Regular season & off-season office hours: 9:00 a.m. – 5:00 p.m. Monday - Friday

Your advisor will let you know when to report on game days. A usual game day for interns starts around 3 p.m. and ends around 10 or 10:30 p.m.

After each game is over everyone will help with the clean up, which entails putting away tables, taking down banners, etc. Once clean up is completed, your supervisor will dismiss you for the night. Please do not leave until officially dismissed.

### **Dress Code:**

Mon. - Thurs.

Men – Dress Shirt/Nice Pants

Women – Business Attire (skirts, pants, nice shirts, etc.)

Friday

Everyone business casual which means khakis, NO JEANS and T-SHIRTS!

Game Days

Wear khaki pants and sneakers. You will be given a team shirt to wear.

\* Remember this is a professional office so no jeans, sneakers or baseball hats on regular business days unless prior permission is granted.\*

### **Game Night Duties**

On game days everyone will have a specific job to do before and during the game. If you do have down time during a game, please still be aware of what is going on and continue to listen to your radio incase you are needed.

Because of limited changing areas, all interns should be dressed and ready for the game 1 ½ hours before gates open. An hour before gates open, we will have a game production meeting which goes over any special ceremonies, promotions, duties, etc. that will be happening that night. Once the gates open, you are working, which means you are not eating or socializing with friends or other interns.

If you are required to have a radio, remember to sign your name to the corresponding number on the radio, and return it at the end of the game. Also remember to be courteous when on the radio. You will be given information on radio etiquette.

*Above all, have fun while learning and don't hesitate to ask questions!!*

# ROCHESTER RHINOS

## DESCRIPTION OF POSITIONS

### Rhinos Ticket Sales Positions

#### Primary Responsibilities:

- Disseminating marketing collateral pieces throughout the marketplace.
- Maintaining distribution database.
- Assisting ticket operations with ticket packaging.
- Responsible for the coordination of group mailing campaigns.
- Working with in-house graphic designer to design print ads.
- Assist with various game night promotions including pre-game and intermission youth soccer programs as well as working at the ticket information table.
- Assist with game day field set up.
- May be required to work some appearances handing out flyers and assisting with player autograph sessions.
- Own transportation is necessary.

#### Qualifications:

- 2<sup>nd</sup>, 3<sup>rd</sup> or 4<sup>th</sup> year students, Sports Management Major preferred
- Excellent verbal and written communication skills
- Must be proficient in Excel and Word
- Internship must be for school credit

#### Availability:

- Spring
- Summer

Hours: Approximately 20 hours a week. Must be available to work on game nights for Rhinos.

Number of Positions – 4

## **Rhinos Video Production Positions**

The purpose of an internship is to give students hands on experience in the career area of their choice. Though the experience is valuable as an educational tool, it can also be a direct stepping stone to a career in a students chosen field. A video production internship with the Adirondack Sports Club is a great way for students to receive hands on experience in the field of video production as it applies to live sporting events and production of a weekly sports show. The internship will give students some experience in the preparation that goes into a live production as well as experiencing the pressures that are associated with a live event. Students will also assist in the production of a weekly highlight television show that airs throughout the summer.

### Primary Responsibilities:

- Running the pro rail videoboard on game nights.
- Assisting in field sign and camera set up. The position would also give the candidate a broad understanding of the other production positions such as Director, Graphics Director and replay coordinator.
- Assist in the production of a weekly highlight video.

### Qualifications:

- 2<sup>nd</sup>, 3<sup>rd</sup> or 4<sup>th</sup> year students
- Excellent verbal and written communication skills
- Video editing program knowledge a plus
- Internship must be for school credit

Dates/Hours: Interns are accepted throughout the school year and during the summer. All internships are unpaid.

Number of Positions - 2

## **Rhinos Sponsorship Services Positions**

### Primary Responsibilities:

- Implementing sponsor contracts.
- Assisting with meeting preparations.
- Coordinating sponsor mailings.
- Game day sponsorship execution and other duties as necessary.
- Assist with game day field set up.

### Qualifications:

- 2<sup>nd</sup>, 3<sup>rd</sup> or 4<sup>th</sup> year student
- Majors in Sports Management or Business preferred
- Excellent verbal and written communication skills
- Must be proficient in PowerPoint, Excel, Word and Outlook
- Photoshop experience preferred but not necessary
- Own transportation is necessary

### Availability:

- Spring
- Summer

Hours: Approximately 20 hours a week. Must be available to work on game nights for Rhinos.

Number of Positions – 2

## **Corporate Hospitality Intern**

### Primary Responsibilities:

- Assisting in the coordination of Single Suite Nights.
- Set-up and tear-down of suites on game day.
- Write and publish sponsorship and suites newsletter to be made available for each suite.
- Manage customer satisfaction surveys.
- Assist in creating game night spread sheets.
- Assist in any sponsorship department mailings.

Qualifications:

- 2<sup>nd</sup>, 3<sup>rd</sup> or 4<sup>th</sup> year students
- Major in Sports Management or Business preferred
- Excellent verbal and written communication skills
- Must be proficient in Microsoft applications including Word, Excel, and Publisher
- Internship must be for school-credit
- Own transportation is necessary

Semester:

- Spring and Summer (must be available prior to May 17<sup>th</sup>)

Hours: Approximately 20 hours a week. Must be available to work on game nights for Rhinos.

Number of Positions – 1

**Rhinos Promotions Positions**

Primary Responsibilities:

- Assisting field director with all in game promotions, including contests and giveaways.
- Coordinating halftime activities which can entail: helping with youth soccer, bringing contestants out on the field to participate in contests, setting up contests, and throwing T-shirts into the stands.
- Assist staff with setting up the field on game days.
- Attend production meetings.
- Roll T-shirts for upcoming games.
- Preparing ballot sheets and promotional research.
- Coordinating travel and passes for special events.

Qualifications

- 2<sup>nd</sup>, 3<sup>rd</sup> or 4<sup>th</sup> year students
- Excellent verbal and written communication skills
- Must be proficient in Excel and Word
- Candidates should be outgoing
- Internship must be for school credit

Availability:

- Must be able to work from May 1 – Sept. 15

Hours: Must be available to work on game nights for Rhinos. One position available for office hours during the week.

Number of Positions – 4-5

### **Rhinos Public Relations Intern**

Primary Responsibilities:

- Proofreading and writing articles and press releases.
- Maintaining team statistics and preparing game night media packets.
- Setting up press box on game days (Stocking it with media information packets, telephones, beverages) and staffing press box on game nights (Preparing and distributing stat sheets to media, phoning game scores to appropriate media).
- Faxing and phoning game night results to appropriate media.
- Fulfilling community relations requests.

Qualifications

- 2<sup>nd</sup>, 3<sup>rd</sup> or 4<sup>th</sup> year students
- Excellent verbal and written communication skills
- Must be proficient in Excel and Word
- Internship must be for school credit

Semester:

- Spring
- Summer

Hours: Approximately 20-30 hours a week. Must be available to work on game nights for Rhinos.

Number of Positions - 5

## **Stadium Operations Intern**

The duties and responsibilities of this internship include, but are not limited to:

- Assisting with preparation and set up of Venue for Multi -purpose events.
- Co-coordinating with Marketing, Sponsorship, Production, and Sales staff for fluent game day operation.
- Participate in Planning and Scheduling of Field Conversions.
- Assist Operations Director with communication to, and scheduling of Security, Ushers, Custodial and other Game Day support personnel.

### Qualifications

- 2<sup>nd</sup>, 3<sup>rd</sup> or 4<sup>th</sup> year students
- Excellent verbal and written communication skills
- Internship must be for school credit

### Availability:

- Spring
- Summer

Hours: Approximately 20 hours a week minimum. Must be available to work on game nights for Rhinos.

Number of Positions – 3-4

## **Athletic Training**

This internship will give the chosen candidate a broad understand in the field of Professional Athletic Training. Learn from behind the scene on how professional athletics works; you will have a better understanding on how the duties of an athletic trainer affect the athlete, upper management, as well as the media.

### Duties

- Assist head Athletic Trainer in daily operations.
- Be available for practice and games.
- Keep training room clean and stocked.
- Prepare the field with ice and water.

- Prepare the training room.

#### Qualifications

- 3<sup>rd</sup> or 4<sup>th</sup> year student in Athletic Training major
- Must have good communication skills
- Must be flexible
- Have a professional demeanor
- Have a professional appearance

Availability: Must be available to work all Rhinos games

Number of Positions - 2



# ROCHESTER RHINOS



## INTERNSHIP APPLICATION SPRING/SUMMER 2009

To apply, complete this application and mail it, along with your resume to: Rochester Rhinos  
2009 Internship Program, 460 Oak Street, Rochester, NY 14608

**Name** \_\_\_\_\_

Permanent Address

School Address

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\_\_\_\_\_  
\_\_\_\_\_

Phone \_\_\_\_\_

Phone \_\_\_\_\_

Email Address \_\_\_\_\_

University \_\_\_\_\_

Major \_\_\_\_\_ Current Class Year \_\_\_\_\_

**Credits needed** \_\_\_\_\_

**Expected Start Date** \_\_\_\_\_

**Total hours needed** \_\_\_\_\_

**Expected End Date** \_\_\_\_\_

Advisor: \_\_\_\_\_ Advisor's Phone Number: \_\_\_\_\_

Address: \_\_\_\_\_

Email Address: \_\_\_\_\_

### Areas of Interest:

(Please rank in order of preference - 1 being the highest, 7 the lowest)

\_\_\_\_ Stadium Operations

\_\_\_\_ Promotions

\_\_\_\_ Sales & Marketing

\_\_\_\_ Other (Please be Specific)

\_\_\_\_ Sponsorship

\_\_\_\_ Media/Public Relations

\_\_\_\_ Athletic Training

\_\_\_\_ Video Production

1. Why do you want to do an internship with the Rochester Rhinos? What experience do you hope to gain?

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2. What special skills or experiences do you have that would make you a good candidate for an internship with the Rochester Rhinos?

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3. What direct experience do you have relating to this internship?

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4. How would an internship with the Rochester Rhinos affect your future career plans?

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5. What are three words that describe your work ethic? Explain.

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6. Will you be residing in the Rochester area during your internship time period? Will you have your own transportation?

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