



## **GRASSROOTS MARKETING INTERNSHIP SUMMER 2010**

### **Job Title:**

Grassroots Marketing Intern for the St. Louis Sports Commission and the Missouri vs. Illinois State Farm Arch Rivalry Football Game.

### **Hours Required:**

Must be in Columbia, MO or Champaign, IL for the summer 2010. Hours vary – Must be available for weekly conference call meeting (June 2010 through September 4, 2010), the Missouri vs. Illinois Arch Rivalry Football Game events on September 3, 2010 and September 4, 2010 & grassroots marketing events throughout the summer that may occur on evenings and weekends.

### **Job Description:**

The St. Louis Sports Commission is looking for a college junior or senior, or graduate student to serve as a Grassroots Marketing Intern for the Missouri vs. Illinois Arch Rivalry Football Game at the Edward Jones Dome on September 4, 2010. **The position is unpaid.**

### **The Grassroots Marketing Intern will:**

- Develop and oversee a grassroots marketing campaign through out the Columbia, MO or Champaign, IL markets to promote the Missouri vs. Illinois Arch Rivalry Football Game.
- Recognize and understand the components of sponsorship, public relations, sales and operations and its use and importance in the sports industry.
- Report to Director of Event Marketing and Sales at a weekly training conference calls (June 2010 through September 4, 2010).

*\*Resumes are now being accepted.*

### **Contact:**

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