



2019 New York Empire Sports Marketing & Management Internship

Internship Description:

Title: **Sports Marketing & Management Assistant – Marketing & Sales**
Team: New York Empire (part of the World TeamTennis League)
Location: 247 W. 30th Street, 5th Floor
New York, NY 10001
Length of Internship: February 11, 2019 – August 16, 2019
(Weekly set schedule will be confirmed)
Contacts: Michele L. Cope, General Manager
New York Empire
Email: michele@nyempiretennis.com

About The NY Empire and World TeamTennis

The New York Empire is a franchise of World TeamTennis, a co-ed professional tennis league founded by Billie Jean King in 1974. The 2019 match schedule will be from July 14 - August 4, 2019 with seven home matches in New York City. The 2018 team was coached for its third season and second year by Gigi Fernandez, 17-time Grand Slam winner and member of the International Tennis Hall of Fame. The Empire 2018 team featured top Americans John Isner, Mardy Fish, and Steve Johnson, former top 10 player Genie Bouchard, and doubles specialist Neal Skupski and Maria Jose Martinez Sanchez. The 2019 team will be announced in early spring.

Responsibilities/Expectations:

Sales and Marketing for New York Empire. To include sponsorship deck production, corporate promotions, grassroots marketing, group sales, marketing and sales research, social media. Duties include:

- Produce sponsorship decks and correspondence
- Research potential corporate clients
- Group promotions and sales, to include sales calls and distribution
- Direct marketing campaign
- Grassroots marketing
- Writing and editing for promotional material
- Ticket and program advertisement sales
- Help produce social content for digital media streams, along with identifying and creating opportunities for branded content with partners and sponsors
- Aid in production of web content
- General office administration
- Work onsite throughout entirety of NY Empire season, including seven home matches

A stipend will be paid in addition to credits earned.