



## Marketing Plan Team

**Preferred Majors:** Business, Recreation

**Needed:** One (1) Individual

**Supervisor:** Assistant General Manager

**Time Frame:** Spring & Summer 2021 (April 1<sup>st</sup> – August 10<sup>th</sup>)

**Class Level:** Junior or Senior – ‘For Credit’ ONLY

**Compensation/Stipend:** \$100 Phase I/ \$200.00 Phase II

**Internship Summary:**

**Phase I** - Create, execute, and analyze a comprehensive marketing plan for the San Luis Blues Baseball Organization emphasizing the impact of community awareness and the maximization of event attendance. (Spring: April 1 - May 20)

**Phase II** - To execute gameday operations in accordance with established marketing plan for the 2021 San Luis Blues baseball season. This team is the front-line staff and is responsible for the running of all aspects of a Blues gameday event. They are crucial to the continued development of a positive image within the San Luis Obispo Community. (Summer: May 21 – August 1)

### **Responsibilities: Phase I**

- ❖ Assist in the creation of strategic marketing goals for the 2021 season
- ❖ Design, produce and execute a comprehensive plan to increase community awareness and attendance levels for Blues baseball events during the 2021 season
- ❖ Plan and execute all marketing elements for the 2021 Blues season (ex. public appearances, community outreach programs, in-season promotional events, etc.)
- ❖ Assist with the creation of advertising and media schedules (ex. newsletter, TV, radio, print, etc.)
- ❖ Perform brief season-end analysis of 2021 marketing plan (Success, failures, suggestions)
- ❖ Any other duties as assigned by the Assistant General Manager



## **Responsibilities: Phase II**

- ❖ Assist in promotional planning & execution of all gameday elements during 2021 season
- ❖ Assist in set-up, break-down and clean-up of Blues facility at all 2021 home games
- ❖ Execute all on-field and in-game promotions
- ❖ Rotate through and learn gameday operational stations including, but not limited to:
  - Marketing/Information Table, Kidz Zone, VIP Host, Ticketing, Beer & Wine Venue, Program & Mascot, Hospitality Tent, Music Computer, Scoreboard
- ❖ Prepare brief, summary report for Blues Management at the conclusion of the 2021 season
- ❖ Any other duties as assigned by the Assistant General Manager
- ❖ Perform brief season-end analysis of 2021 marketing plan (Success, failures, suggestions)



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