



Promotional Team

Preferred Majors: Business, Recreation

Needed: One (1) Individual

Supervisor: Assistant General Manager

Time Frame: Summer 2021 (May 14th- August 10th)

Class Level: Junior or Senior

Compensation/Stipend: \$200.00

Internship Summary:

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 absolutely crucial to the continued development of a positive image within the San Luis Obispo Community. (Summer: May 14 – August 10)

Responsibilities:

- ❖ 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, Ticketing, Beer & Wine Venue, Program, Hospitality Tent, Scoreboard, & Mascot
- ❖ Prepare brief, summary report for Blues Management at the conclusion of the 2021 season
- ❖ Any other duties as assigned by Blues Management
- ❖ Attend end of season move-out (date TBD)
- ❖ Perform brief season-end analysis of 2021 marketing plan (Success, failures, suggestions)



Contact: Dana Applegarth – Assistant General Manager

Email: dapplegarth@bluesbaseball.com

Ph: 805-458-3050

