



Marketing Plan Team

Preferred Majors: Business, Recreation

Supervisor: Assistant General Manager

Time Frame: Spring & Summer (March 15th – August 15th)

Class Level: Junior or Senior

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: March 15 - May 20)

Phase II - To execute gameday operations in accordance with established marketing plan for the 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 season
- ❖ Design, produce and execute a comprehensive plan to increase community awareness and attendance levels for Blues baseball events during the season
- ❖ Plan and execute all marketing elements for the 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 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 season
- ❖ Assist in set-up, break-down and clean-up of Blues facility at all 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, 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 season
- ❖ Any other duties as assigned by the Assistant General Manager
- ❖ Perform brief season-end analysis of marketing plan (Success, failures, suggestions)



Contact: Dana Applegarth –Assistant General Manager

Email: dapplegarth@bluesbaseball.com

Ph: 805-458-3050