Special Points of Interest:
- The Newsletter is Back! Enjoy Spring Break!
- Tampa Bay Forum Internship Fair, March 19, 2013
- Ultra Sports Paid Internship
- Miami Dolphins Opportunities

TEAM MARKETING: THE POWER OF A MASCOT!

Marketing is an important part of the Sport Management curriculum. Sometimes the team’s most recognizable ambassador is the team mascot. In this day and age of free agency and trades, the mascot is often the one marketing tool that remains constant. For those of you who are faithful readers of our newsletter, you may have wondered what happened to the publication over the last month. Well, your editor landed in the hospital for 11 days in early February and has been recovering at home missing all the action at NSU. Thanks to the doctors, surgeons and nurses at Westside Regional Medical Center in Plantation, I am going to be OK! However, some of the best medicine I had was a surprise visit from Billy the Marlin. As a former employee of the (Florida) Marlins, I had been with Billy many times visiting hospitals, schools, little leagues, and a host of other places. I had never been on the receiving end until he came to my hospital room. He not only made me feel better but he brightened the day of the other patients and staff. Thanks to everyone who wished me well especially Dr. Finley and Dr. Fountain!

A LESSON IN NETWORKING

Another person who visited me in the hospital was Angela Smith, Director of Marlins Community Outreach. I met Angela in 1998 while speaking to a class at the University of Miami. She came up after class with her resume and asked me if the Marlins had any opportunities. It just so happened we needed an intern and we hired her. Today she is a Director!
INTERNSHIP FAIR
TUESDAY, MARCH 19, 2013
10:00am - 2:00pm

SUMMER & FALL 2013 INTERNSHIP PROGRAM
INTERNSHIP DEPARTMENTS INCLUDE:

- Accounting
- Broadcasting
- Client Sales & Services
- Community Hockey
- Community Relations
- Corporate Hospitality
- Corporate Sales & Partnership
- Creative Marketing
- Event Coordination
- Concert & Event Marketing
- Event Operations
- Event Production/Lightning Vision
- Human Resources
- Public Relations
- Sponsorship & Activation
- Sports Marketing
- Tampa Bay Storm
- Ticket Office

RSVP BY MARCH 12TH AT internships@tampabaytimesforum.com
to be eligible to win a pair of tickets to the March 18th Philadelphia Flyers game!
Company name and location: Ultra Sports, LLC, Fort Lauderdale, FL

Company Profile: 5-year old running race production company specializing in ultramahon length running events in South Florida and the Keys

Company Webpage: www.ultrasportsllc.com

Internship Area: Race promotion and operations support
Internship Title: Assistant to the Race Director

Internship available year round? Yes Start Date: Immediate

Paid Internship? Yes. Pay rate: $10.00 per hour

Company Size: One full-time employee; contractors

Schedule: Average 10 hours/week, with more hours expected near and on race day
Internship Description: Very hands-on position with primary responsibility in area of race promotion, particularly using social media (Facebook and Twitter), and assistance with operational aspects of races. Intern will work closely with the Race Director, gaining first-hand experience in many areas of race production and race-day management, including course and aid-station lay-out and placement, volunteer support, course marking and signage. Intern will primarily work from his/her own residence.

Qualifications:
Prefer undergraduate with major or focus in sports marketing and management. Very good social media skills a must.

Internship Benefits:
Intern will gain real hands-on experience with race design and creation, production and management, and assist the RD on race weekend.

Would you be interested in making this position also available to Graduate students? Will consider graduate student but prefer undergrad.

Contact Info:

Bob Becker, Race Director
V: 954-439-2800 E-mail: bob@ultrasportsllc.com
SUN LIFE STADIUM /MIAMI DOLPHINS
JOB DESCRIPTION

POSITION: Ticket Sales Associate

DEPARTMENT: New Business Development, Ticket Sales
REPORTS TO: Senior Manager of Sales Operations

Summary: Assist the Miami Dolphins Sales Department by maintaining an active role in the sale of Dolphins Season Tickets, Partial Plans and Group Tickets.

ESSENTIAL FUNCTIONS:
- Prospect potential full season, partial season and group ticket clients through daily phone calls, emails and appointments.
- Adhere to department guidelines in relation to call volume, prospecting and productivity.
- Help maximize renewal business and maintain a high level of customer service to new and existing clients.
- Work with related departments to improve communication and the fan experience.
- Consistently enter client data into CRM system throughout the sales process to aid in information sharing between sales and service personnel.
- Represent organization at various networking and/or offsite community events promoting ticket sales.
- Assist with administrative functions for the department.
- Facilitate special projects as assigned.
- Additional related duties as assigned.

ESSENTIAL REQUIREMENTS:
- College graduate, 4 year degree.
- Archtics ticketing system and Microsoft CRM experience preferred.
- Telephone sales and/or customer service experience preferred (previous experience with a sports franchise or in the sports industry a plus).
- Excellent written and oral communications skills.
- Ability to handle heavy outbound phone volume.
- Basic understanding of Microsoft Word and Outlook.
- Bilingual (English/Spanish) a plus.
- The ability and desire to work flexible hours including evenings, weekends and holidays.
DCC Communications Staff Assistant

JOB SUMMARY:

Position is responsible for communication strategy for the Dolphins Cycling Challenge focused on fundraising and training rider communication. Responsibilities also include providing support to riders and developing excellent relations with the existing fan base.

RESPONSIBILITIES:

- Create email communication plan for riders
- Maintain accurate database of rider contact information
- Generate prospect database of contact information
- Develop plan to communicate with prospective riders
- Create marketing plan to recruit new riders
- Update content on RideDCC.com
- Maintain relationship between DCC and Marketing department to create DCC creative elements
- Oversee DCC social networking including creation of copy and scheduling with Integrated Media
- Represent organization at various networking and/or offsite community events promoting ridership
- Represent organization at various networking and/or offsite community events promoting ridership
- Other duties and responsibilities as assigned by the Executive Director

REQUIREMENTS:

- Strong organizational and time management skills
- Excellent oral communication, customer service and problem solving skills
- Ability to function in fast-paced environment, handles multiple projects and meet deadlines
- Proficient computer skills including experience with MS Office products such as Word, Excel and Outlook as well as ability to learn and master new software programs
- Consistent, punctual and regular attendance
- Professional image and demeanor
- Available to work flexible hours including holidays, evenings and weekends
## MIAMI DOLPHINS / SUN LIFE STADIUM
### JOB DESCRIPTION

**POSITION:**
Client Services Staff Assistant

**DEPARTMENT:**
Marketing Partnerships

**REPORTS TO:**
Manager, Client Services

**STATUS:**
Non-Exempt

### SUMMARY:
Assist in the account management and service of Miami Dolphins and Sun Life Stadium Marketing Partner contracts. Elements include media, signage, hospitality, in-market promotions, stadium entitlements and in-game benefits. Serve on game days as game day staff coordinator, assisting in the execution of various partner promotions and hospitality element.

### ESSENTIAL FUNCTIONS:

- Support the fulfillment process for all Miami Dolphins and Sun Life Stadium Marketing Partner contracts
- Support the implementation of all Marketing Partner promotions and special events at Sun Life Stadium and other venues, which includes flag football and away game events
- Support the development of Marketing Partner presentation documents
- Assist in the development of Marketing Partner affidavits, which includes collecting photos, videos, proof of performance reports, premium items and all other pertinent information related to marketing partner contracts
- Assist with communications to Marketing Partners, including: written, electronic, phone and face-to-face
- Assist in the collection of research data, best practices, and updating of databases
- Take part in the set-up, registration, and tours of the Training Facility during VIP events at Training Camp practices
- Assist in game day activities and promotions with Miami Dolphins, Sun Life Stadium and game day staff
- Organize and implement Miami Dolphins appearances and events
- Other special projects and duties as assigned

Service Staff Assistant - Marketing Partnerships  
Last Revision: 2/28/2013
ESSENTIAL COMPUTER SKILLS:

- Microsoft Office (Word, Excel, PowerPoint)
- Photoshop

ESSENTIAL CONSIDERATIONS:

- Self-starter
- Excellent communication skills
- Highly organized individual
- Utmost professionalism
- Strong detail orientation
- Ability to multi-task and prioritize assignments
- Strong time management skills
DCC Marketing Staff Assistant

JOB SUMMARY:

Position is responsible for the Dolphins Cycling Challenge marketing strategy focused on fundraising and rider recruitment. Responsibilities also include providing support to riders and developing excellent relations with the existing fan base.

RESPONSIBILITIES:

- Create and execute marketing plan to recruit new riders
- Update content on RideDCC.com
- Assist in coordination or DCC promotions at Miami Dolphins Training Camp and home games
- Maintain relationship between DCC and Marketing department to create DCC creative elements
- Oversee DCC social networking including creation of copy and scheduling with Integrated Media
- Represent organization at various networking and/or offsite community events promoting ridership
- Other duties and responsibilities as assigned by the Executive Director

REQUIREMENTS:

- Strong organizational and time management skills
- Excellent oral communication, customer service and problem solving skills
- Ability to function in fast-paced environment, handles multiple projects and meet deadlines
- Proficient computer skills including experience with MS Office products such as Word, Excel and Outlook as well as ability to learn and master new software programs
- Consistent, punctual and regular attendance
- Professional image and demeanor
- Available to work flexible hours including holidays, evenings and weekends
SCENES FROM SPT NIGHT!

Photos courtesy of Dr. Jeffrey Fountain.