

SportsTrust Advisors seeks candidates for the internship in our ATLANTA office:

Background

SportsTrust Advisors has firmly established itself as one of the premier firms in the sports management industry. With offices in Atlanta and Memphis, the SportsTrust team offers more than 120 years combined experience and individuals who specialize in every facet of athlete management. Our extraordinary skills in the areas of contract negotiations and endorsements have generated more than a billion dollars in income for our clients.

Description (General Internship)

Offered: Spring, Summer, and Fall of each year

The general internship gives students the opportunity to assist and interact as needed in the areas of Contract Negotiations, Marketing/ Endorsements, Public Relations, Community Relations, Financial Services, Client Services and many other services SportsTrust provides. Depending on the time of the year, the intern will experience different aspects of the business. The general internship may provide opportunities to help facilitate local, regional and national marketing endeavors on behalf of our 50+ active NFL clients. There could also be opportunities to interact with the President of the company on various research projects involving player contracts, the recruitment of college players, various tasks involving current clients or other miscellaneous topics as advised. The intern will be exposed to client service and clerical responsibilities, which can range from concierge related tasks to media relations.

Description (Summer MKTG)

Offered: Summer of each year

The marketing-specific internship (Summer MKTG) is offered only in the summer. The MKTG intern will work under the direction of Kevin McGuire solely in a marketing capacity. The main objective of the MKTG internship is to help secure and negotiate local, regional, and national endorsement opportunities for SportsTrust clients. The internship will also provide the opportunity to conduct market research, build extensive databases through networking, and create custom proposals on behalf of our clients. The Summer MKTG position offers candidates the best chance to gain experience on the marketing / endorsement side of athlete representation.

Qualifications (General Internship)

The ideal candidate for the general internship is a well rounded individual who is highly organized, has excellent time management skills, and a strong attention to detail. The intern will need to have a comprehensive knowledge of football and SportsTrust's client base. The environment is fast paced and demanding, but perfect for a highly driven person. Although unpaid, the intern will leave with a tremendous amount of real life experience and should understand what it takes to succeed in sports management.

Qualifications (Summer MKTG)

In addition to the qualifications listed under the general internship, the ideal candidate for the Summer MKTG internship is willing to gain experience (or already has experience) in cold-calling potential leads, negotiating deal points, and sales. The ideal candidate is also very persistent and highly organized.

If you are interested in applying for any of our internship openings, please send a resume and cover letter (each shall be no more than one page) to Kevin McGuire (Vice President - Marketing) via email: InternProgram@sportstrustadvisors.com. **Please specify the seasonal internship to which you are applying. Also, please DO NOT call with specific questions regarding your application or the status of our selection process.** You will receive an automated message confirming receipt of your application and that message will also contain further details regarding the next phase of the selection process.

Internship:	Deadline to Submit Resume / Cover Letters:	Start/End Dates (subject to change):
Spring 2012	November 18 th , 2011	Jan. 9 th – April 27 th 2012
Summer 2011 (General)	February 24 th , 2012	May 7 th – Aug. 10 th 2012
Summer (MKTG)	February 24 th , 2012	May 7 th – July 13 th 2012
Fall 2012	July 13 th , 2012	Sept. 10 th – Dec. 14 th 2012
Spring 2013	November 16 th , 2012	Jan. 7 th – April 26 th 2013

*Note: each internship listed above will take place in our Atlanta office.

For more information on our firm, visit www.sportstrustadvisors.com.