

Name  
Street Address  
City, State Zip code  
Phone #  
Email

Date

Melissa Shaffer  
Human Resource Department  
Little League International  
539 US Route 15 HWY  
South Williamsport, PA 17702

Dear Ms. Shaffer:

I am writing today to express my interest in the summer Marketing Intern position with your organization. As a Sport Management junior at Slippery Rock University, I am confident that my education, work and practicum experiences, and passion for the field of sport marketing has prepared me to excel in this internship position.

Through my academic courses, I have gained a strong foundation of marketing practices and principles related to the overall field of marketing as well as effective practices for sport marketing. These courses have introduced me to the concept of product, place, promotion, and price as guides in successful marketing strategies. Focusing more on sport marketing, my classroom experience has given me hands-on practice in marketing sport teams and sport events, building effective brands, researching demographics, and adjusting content for specific audiences. Additionally, through academic projects, I have demonstrated experience in the development of a marketing campaign which included development of printed and online marketing materials, recruitment of sponsorships and in-kind donations, implementing a social media strategy, and completed in-person, email, and phone event promotion. As a result of these in-class and hands-on experiences, I am confident my marketing knowledge and skills would add to the success of Little League International this upcoming summer.

Furthermore, I have proven the ability to coordinate and manage sport events and programs through my practicum at the Abersold Recreation Center at Slippery Rock University. In the role, I worked with a team of 10 fellow peers to organize the campus-wide programming in celebration of National Recreation Sport & Fitness Day. This included reserving space and equipment, setup and cleanup, and oversight of 10 activity stations for both individuals and groups. In order for the event to run efficiently, I was also responsible for recruitment, scheduling, and training the staff of volunteers who assisted with each station throughout the day. Overall, the event was a success and allowed me to demonstrate my skills related to event planning and management which seem to relate strongly with the summer Marketing Internship responsibilities.

Growing up near Williamsport, I have a strong connection with Little League International and have spent every summer attending the games and cheering on teams from across the world. The opportunity to take this connection with Little League International from a recreational experience to a career-related experience is truly the chance of a lifetime and I am excited to work hard for your organization that has impacted my own career path. I am hopeful that we can discuss in-person or over the phone both my experiences and the position details in greater depth and can be reached at 123-456-7890. Thank you for your time and consideration.

Sincerely,

Name