

# General Sports & Entertainment, LLC

## Internship Program

### ABOUT GENERAL SPORTS

General Sports and Entertainment is a multi-faceted sports and entertainment firm with a national reputation for excellence. General Sports was founded with the notion that the most effective way to build a successful business is through developing strong, sound



relationships. We are convinced that there is no better way to build strong relationships than through the power of sports and entertainment.

General Sports was founded by Andrew D. Appleby, former Senior Vice President of the Detroit Pistons and Palace Sports and Entertainment. Over the course of 12 years with Palace Sports and Entertainment, Andy turned relationship building into an art form. His experience taught him that stronger relationships could be built by spending one night with clients in a suite at a basketball game than through 10 dinner appointments. *That* is the power of sports and entertainment.

At General Sports, our mission is to use the power of sports and entertainment to help our clients build relationships with clients, customers, employees and the community. Our clients work with us because of our expertise in customer service and building relationships, because we offer the strongest networking opportunities in the sports and entertainment industry, because of our experience in negotiating and marketing from both sides of the table, and most importantly, because of our ability to maximize the value of their sports and entertainment investments and grow their business. Let General Sports bring the power of sports and entertainment to your bottom line!

[www.generalsports.com](http://www.generalsports.com)



General Sports & Entertainment  
400 Water Street, Suite 250  
Rochester, MI 48307

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F: (248) 601-2400  
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## THE INTERNSHIP PROGRAM

General Sports internships provide the opportunity to have an inside view into executive level operations. As a new company, interns are given the unique experience of contributing to the development of General Sports through various assignments that involve creativity and problem-solving.

Interns utilize and develop computer, sales and marketing, and communication skills within the sports and entertainment industry. General Sports offers one of the best networking opportunities in the industry. Our team has over 50 years of collective sports experience at a multitude of different organizations encompassing all of the major sports leagues and more.



**"BUILDING RELATIONSHIPS THROUGH THE POWER OF SPORTS AND ENTERTAINMENT"**

## JOB DESCRIPTION

At General Sports, interns are able to have a direct influence on the company's growth and its development. Interns assist in the day to day tasks that keep the company operating. Some of these tasks include:

- Create and maintain databases that reference top businesses, sports properties, potential sponsors, etc.
- Prospecting new leads
- Designing proposals and other marketing materials choosing its format and appearance
- Assist in all phases of the event management process
- Internet research
- Work with software programs including Microsoft Access, Word, Excel, PowerPoint, Illustrator, Outlook, etc.
- Provide support to executive staff as needed.

## INTERN QUALITIES

Some qualities that General Sports looks for in an intern include:

- Comfortable and confident on the phone
- Ability to prospect new leads
- Proficient with MS Office
- Detail-oriented
- Self-motivated
- An interest in working in the sports and entertainment field

## INTERNSHIP PERIODS

General Sports hires interns year-round. A typical internship runs for about three months, but we are flexible depending on the intern's schedule. Here is a breakdown of the tentative internship periods:

**Summer:** June – August

**Fall:** September – November

**Winter:** December – February

**Spring:** March – May

We typically begin the interview process two months prior to the period start date. All internships are unpaid. We hire both full-time and part-time interns. Receiving school credit is not a requirement.

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## WHO TO CONTACT

If you are interested in completing an internship at General Sports & Entertainment, please send your resume to:

Melissa Grant  
Internship Coordinator  
General Sports and Entertainment, LLC  
[mgrant@generalsports.com](mailto:mgrant@generalsports.com)  
P: (248) 601-2200 x127  
F: (248) 601-2400

We would prefer to receive your resume via email, but will also accept resumes through fax.