



## 2020 Sanford International Internship Program



CHAMPIONS

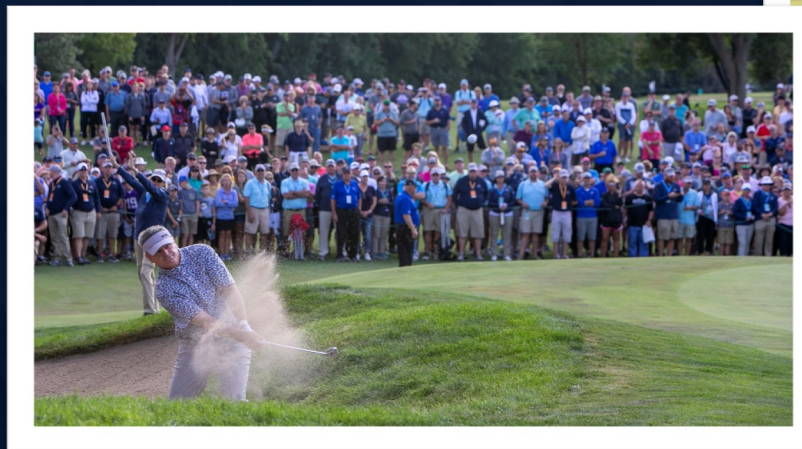
September 7-13, 2020  
Minnehaha Country Club  
Sioux Falls, South Dakota  
[www.sanfordinternational.com](http://www.sanfordinternational.com)



# Overview

The Sanford International is a professional golf tournament on the PGA TOUR Champions held at Minnehaha Country Club in Sioux Falls, South Dakota. The Sanford International will take place September 7th-13th and will host golf legends such as Scott McCarron, John Daly, Retief Goosen, Bernhard Langer, Vijay Singh, 2019 champion Rocco Mediate, and 2020 Ryder Cup Captain Steve Stricker.

Operated by Pro Links Sports, this internship will provide students the opportunity to network worldwide, and grow personally and professionally in future careers. The Sanford International Internship Program is fully hands-on when coordinating a PGA TOUR Champions event under the guidance of tournament staff before and after the tournament.



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# Sanford International Internship Program

## Requirements

- Undergraduate or Graduate Student majoring in Sport/Event Management, Marketing, Business, or like field.
- Must be available for an in-person interview.
- Must have reliable transportation.
- Able to work flexible hours in July thru September including occasional weekends.
- Must have 25+ hours of availability each week.

## Responsibilities

- Execute events leading up to and during the tournament.
- Assist Operations Director with miscellaneous operational duties including golf course setup and teardown.
- Organize, communicate, and directly assist with volunteers, sponsors, and tournament guests.
- Responsible for organizing and inventorying all Sanford International tournament office merchandise and uniforms.
- Participate in daily office activities.

*\*Not limited to these responsibilities*

## Timeframe

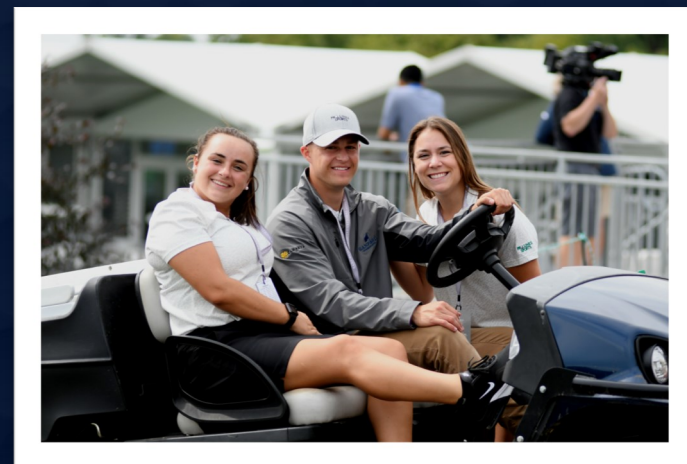
**Starting Date:** Monday, July 13th (May start earlier for course credit obligations)

**End Date:** Monday, September 21st

*\*Expected to work longer hours as the tournament approaches.*

## Compensation

- Course Credit
- Credible experience in a very selective field



# Event Management Intern

- Assist Volunteer Coordinator with all needs and events.
- Assist with Executive Women's Day, Pheasant Hunt, Pro-Ams, Volunteer Distribution, and other tournament related events.
- Main contact and organizer for all Honorary Observer needs.
- Schedule, recruit and train volunteers to work various shifts throughout the week.
- Conduct sales calls to obtain volunteer gift donations.

# Social Media/Communication Intern

- Assist with content planning, creation, and distribution to promote the Sanford International focusing on digital content and social media leading up to and throughout tournament week.
- Create and develop social media campaigns aimed at driving engagement with target audiences.
- Aid in the creation of event collateral such as spectator guide, pairing sheets, and tickets.
- Help create, edit and distribute company news and announcements, including press releases, employee communications and a variety of multi-platform content.



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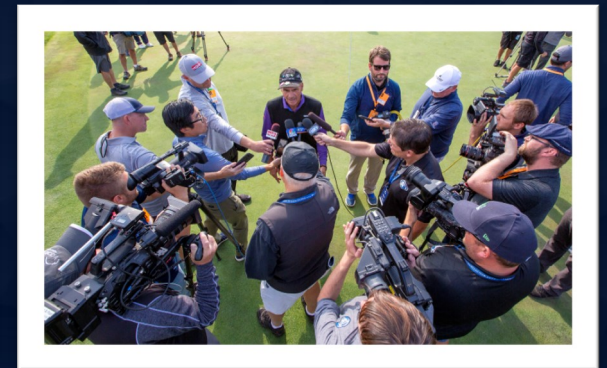


# Operations Intern

- Assist Operations Director on and off the course with set up.
- Responsible for inventory of all shipments in and out of the office.
- Work with Operations Director and staff to obtain and place all necessary furniture and other supplies in expos, Falls Pavilion, Volunteer Oasis, Skyboxes and other miscellaneous facilities.
- Main contact for kiosk and expo tent vendors.
- Work closely with pro-am committee to ensure successful execution of pro-am days.

# Public Relations Intern

- Work with internal departments to fulfill contractual ticket needs for tournament sponsors, vendors, media, and partners.
- Assist with media relations, including pitching, researching and scheduling interviews.
- Research and organize statistics for the Media Guide.
- Assist in creating the layout for the tournament credential boards with the ticketing department.
- Support ticket and group sales initiatives.



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# Join the Sanford International Team!

Please email Resume to Remi Guthman at [rguthman@prolinkssports.com](mailto:rguthman@prolinkssports.com).



Remi Guthman, Volunteer Coordinator

605-271-3598

[rguthman@prolinkssports.com](mailto:rguthman@prolinkssports.com)



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