



2021 Sanford International Internship Program



CHAMPIONS

September 13-19, 2021
Minnehaha Country Club
Sioux Falls, South Dakota
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 tournament will take place September 13th-19th and will host golf legends such as Steve Stricker, Fred Couples, John Daly, Bernhard Langer, Vijay Singh, and 2020 champion Miguel Ángel Jiménez.

In 2020, the tournament raised over \$270,000 for local charities and organizations. Generating nearly double then what was raised in 2018 and 2019 - despite the COVID-19 pandemic. Since 2018, Sanford International has given back more than \$500,000 in charitable contributions and has had an annual economic impact of over \$20,000,000 for the Sioux Falls area.

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.



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 or zoom 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 12th (may start earlier for course credit obligations)

End Date: Monday, September 27th

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

Compensation

- Course Credit
- Credible experience in a very selective field



Event Management Intern

- Assist with Volunteer Distribution, Volunteer Appreciation Party, and other tournament related events.
- Schedule, recruit and train volunteers to work various shifts throughout the week.
- Conduct sales calls to obtain volunteer gift donations.
- Source and recruit volunteers using different recruiting various techniques

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.
- Work with internal departments to fulfill contractual ticket needs for tournament sponsors, vendors, media, and partners.



Operations Intern

- 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.
- Responsible for inventory of all shipments in and out of the office.

Public Relations Intern

- Help create, edit and distribute company news and announcements, including press releases, employee communications and a variety of multi-platform content.
- Research and organize statistics for the Media Guide.
- Assist with Women's Day, Volunteer Distribution, and other tournament related events.
- Main contact and organizer for all Honorary Observer needs.





Join the Sanford International Team!

Please email Resume to Erica Krohn
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