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## Sports Business Intern Opportunities at World TeamTennis

### **Expectation:**

WTT is seeking high achieving interns looking to work in sports business as a career. There will be a broad range of opportunities for experience, including promotion, grass-roots involvement, marketing, contributing to the successes of the Pro League's ten franchises, special projects and events, non-traditional Web-based communications, etc. WTT will work with respective schools and universities to offer course credit.

### **Location:**

Kansas City, Missouri (KC Explorers franchise) [www.kcexplorers.com](http://www.kcexplorers.com)

### **WTT Overview:**

The 2009 season will be the 34<sup>th</sup> for the Advanta World TeamTennis Pro League, a unique property that showcases world-class tennis in a co-ed team environment. Teams consist of three generations of tennis standouts, including legends, current tour players and up-and-coming tennis pros. Co-founded by Billie Jean King, the League has featured many of the greatest players in tennis history, and is widely viewed as incredible entertainment for families, business clients, general sports fans, and tennis fanatics. There are ten Pro League franchises, and more than 70 team matches take place in July, culminating in the Advanta WTT Championship Weekend.

### **Job Description(s):**

There are several projects where a resourceful contributor will have opportunities to make a significant impact. Examples include, but are not limited to:

- 1) Liaising with franchises regarding Sales Ambassador program.
- 2) Working with the communities in the franchise markets to assist with grassroots penetration ("growing the game").
- 3) Researching all aspects of proposed special events, some of which include iconic athletes and entertainers.
- 4) Creating non-traditional marketing efforts to promote the League, the brand, the franchises, and the players.
- 5) Contributing to the production of events, including on-site preparation, delivery, and breakdown.
- 6) Web site design and marketing, updating content, managing social media networks, creating meaningful penetration to the greater sports communities.

### **Commitment:**

The number of hours might vary, depending on terms of agreement for course credit. The Pro League season is scheduled throughout July, but preparations are year-round. Special events are planned for the autumn and winter. We are looking for a minimum of ten hours per week, but could accommodate a 40+ hour per week schedule.

### **Contact:**

Please send letter of interest and resume, via E-mail, to Jeff Launius at [jeff@kcexplorers.com](mailto:jeff@kcexplorers.com).