



# College Internship Program

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## **Who We Are**

The Fredericksburg Field House, at 75,000 square feet, is one of the largest indoor sports facilities in the in Virginia. We offer a plethora of sports options for both youth and adults. Our facility houses 2 indoor Large 82' x 175', 1 medium 92'x92, and 2 small 40'x100' synthetic turf fields. Our facility also consists of a concessions area, full kitchen, and 3 party rooms. We offer leagues in soccer, volleyball, flag football, lacrosse, field hockey, quickball and dodge ball during 5 seasons throughout the year, each season lasting around 8 weeks. The Fredericksburg Field House is grounded in 3 core concepts, which we consider our mission.

1. To provide the most complete guest service experience in the greater Fredericksburg area and in the sports facility industry. We refer to people only as our guests, never customers, because the Field House is our home, and we only invite guests into our home.
2. We operate, facilitate and supervise sports leagues. This is our area of expertise. Our leagues are well organized, scheduled properly, have all necessary personnel and equipment, and allow our guests to enjoy the games, concerning themselves only with having fun.
3. We increase sales for our sponsors. We view our sponsors as employers and treat their business as if it were our own. Being responsible for our sponsor's business leads to exciting and creative ways to sell more products for them.

## **The Internship Program**

Most students will complete a 400 hour internship to satisfy graduation requirements. This equates to 40 hours per week for 10 weeks. Some students will need to stay longer and some will have shorter practicum requirements with less time commitment. These cases will be

addressed individually; however, the majority of students will follow the 10 week model. Students will be broken into 3 specific areas of specialization: Facility Operations(League/Sport Managers), Marketing and Sponsorships, and Business Administration. There will also be several areas of the business that each position will get exposed to, but will not be the focus of their internship: Food & Beverage, Property Management, Front Desk (Ticket Sales), and Youth Services. On top of their daily activities and exposure, they will be given projects in their areas of interest. Projects vary in nature, but could include: commercial production, social media outlets, Special Event management, etc. Below is a brief description of each position:

**Sports Managers** -- Students will work directly with an assigned sports manager. These managers are responsible for the operations of all sports leagues, camps, clinics, tournaments, and other special events for both youth and adult. The sports include Soccer, Flag Football, Volleyball, Field Hockey, Lacrosse, Dodgeball and more. They will be immersed in the scheduling and execution of these programs including the league management software.

**Business Administration** -- Students will learn the administrative details of a sports business, including human resources (staff recruitment, hiring, firing, records, etc.), payroll, profit and loss reports, guest management, and inter office communications.

**Marketing/Sponsorship Sales** -- Students will work alongside the Manager developing Marketing strategies, allocating marketing dollars for different media outlets, developing ads, identifying potential sponsors, selling sponsorships, retention of current sponsors, execution of marketing plans, special event management, and more.

Below are some of the experiences that students will be exposed to, but will not focus on:

Youth Services – Experiences include special event management (ie. Birthday parties) as well as oversight of the kids fun zone.

Front Desk (Customer service, sales) – Interns will see the front desk operations– a crucial component in all guest service operations and the front line of our business. Responsibilities include guest relations, assisting in league registrations, managing the computer system, and proper telephone etiquette.

Food and Beverage – Students will see the operation of our food and beverage facility where they will earn further exposure to guest service, as well as logistical operations such as ordering and inventory management. Concessions accounts for over 20% of the facility budget and is vital to our success.

Property Management- Students will see the maintenance and cleaning of the property and how a 75,000 square foot building is maintained on a daily basis.

## **Our Partnership with Colleges and Universities**

The Fredericksburg Field House will comply with all of your required processes and procedures. We will maintain an open line of communication to make this the best internship experience for your students and your institution.

### **Gratitude**

Thank you for considering our program. Know that our goal is to be a true partner with your school, and help you provide your students with the most proactive experience possible. We are looking for interns immediately. Out of town students will be housed by us. Please contact Shane Dunlap, [sdunlap@fredfieldhouse.com](mailto:sdunlap@fredfieldhouse.com), with comments or ideas as well as resumes. Please note when you will be available for your internship.