



SAN ANTONIO STOCK SHOW & RODEO

# INTERNSHIPS

2020-2021



## ABOUT **OUR ORGANIZATION**

Each February the San Antonio Stock Show & Rodeo, one of the city's largest and most prestigious events, provides world-class entertainment, family-friendly attractions, horse and livestock shows, a carnival and much more! We are made up of over 6,000 volunteers that serve on 45 committees that help drive our mission and welcome over 1.5 million visitors on the Fairgrounds each year.

As a 501 (c)(3) nonprofit organization, our mission is "a volunteer organization that emphasizes agriculture and education to develop the youth of Texas." Through various fundraising events and the annual Stock Show & Rodeo, our volunteer efforts have raised more than \$223 million for scholarships.

### WHY CHOOSE US?

- ✓ Hands on experience working for one of the single largest events in San Antonio, a reputable and well known Rodeo brand
- ✓ Paid internship opportunities
- ✓ Networking opportunities
- ✓ Experience with a non-profit organization
- ✓ Understand the planning and execution of an event and the various careers involved



SEE HOW YOU CAN GET INVOLVED

# WHAT'S INSIDE?



## INTERNSHIP/PART-TIME OPPORTUNITIES

CONCERT PRODUCTION .....	03
EVENT MANAGEMENT - FAIRGROUNDS ATTRACTIONS..	05
EVENT/TRADE SHOW PRODUCTION .....	07
COMMUNICATIONS & PR .....	09
MARKETING .....	11
SPONSORSHIP & MARKETING .....	13
SALES .....	15
OTHER OPPORTUNITIES .....	17

PARTICIPATION IN INTERNSHIP OPPORTUNITIES IS CONTINGENT UPON THE SUCCESSFUL COMPLETION OF A BACKGROUND CHECK .

# CONCERT PRODUCTION



## OVERVIEW

The Concert Production interns operate under the direction of the Entertainment & Exhibits Officer and the Human Resources Facilitator. A Lead Production Intern will guide Concert Production Interns through task management. This internship is focused on the logistical, hospitality and transportation aspects of producing the 20+ rodeo artist performances during the annual San Antonio Stock Show & Rodeo, as opposed to the technical aspect of production. Concert Production interns assist the SALE production staff however necessary and act as an additional contact for artist personnel as needed. Concert Production interns should gain experience in planning and executing events and concerts, and a basic knowledge of the entertainment industry.

## ESSENTIAL DUTIES & RESPONSIBILITIES

Responsibilities include, but are not limited to the following:

- Ensure artist hospitality by creating a welcoming, organized, efficient environment
- Provide time-sensitive transportation to artist personnel (“runner”) to locations key to the artist performance, such as airport, hotels, Guitar Center, the venue, etc.
- Communicate with the production team (i.e. Rodeo Artist Police, Artist Tour Management, fellow interns, catering staff) regarding all pertinent details such as timelines, locations and priorities
- Create accurate, up-to-date daily schedules of all artist activities prior to and after artist arrival
- Fulfill riders and stock dressing rooms with extreme attention to detail
- Coordinate logistics, both by phone and in person, with other aspects of the Rodeo event, such as the box office and operations team
- Assist in facilitating artist meet and greets
- Provide administrative support, such as answering and returning production calls and working with Microsoft Office and Photoshop programs to prepare materials
- Support catering staff by verifying banquet event orders and facilitating last minute requests
- Maintain the organization and adequate stock of all supplies
- Coordinate artist appointments, such as golf, dinner or gym arrangements
- Ensure punctuality of all tasks, including arrival, catering, and transportation
- Additional tasks as assigned

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**LOGISTICS**

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**BEHIND  
THE  
SCENES**

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**HOSPITALITY**



## SKILLS & ABILITIES

- Self-motivated, friendly professional, with a hospitable attitude to all at all times
- Clear and effective verbal and written communicator
- Creative and strategic thinker
- Exceptional organizational and time management skills
- Perform well under pressure and thrive in a fast-paced, collaborative environment
- Ability to work both unsupervised and in cooperation with others
- Knowledge of the City of San Antonio, including downtown, central corridor, airport, major roadways and points of interest (familiar with location of local music, office supply and grocery stores, as well as all hotels used by artists)

## EDUCATION & EXPERIENCE

- Age 20 or older with a valid driver's license (Major driving offenses may result in ineligibility)
- Currently in pursuit of, or a recent recipient of, a related degree (Business, Event Management, Communications, Marketing, Music, etc.)
- Interest in the entertainment field
- Competency in Microsoft Office programs
- Proficiency in English; some Spanish may be helpful

## WORK ENVIRONMENT

- Due to the nature of the 20+ concert performances in a 17-day period, interns must be able and willing to work the below shift lengths, and possess an availability that includes a variety of mornings/evenings and weekdays/weekends
- Interns will be located on the event site and may be exposed to animals, dust, elevated noise levels, stage lighting, weather elements, etc. A large amount of walking may be required
- Transporting of large groups of people in 15-passenger vans will be required

## SCHEDULE

- Dates: February 8, 2021 - February 28, 2021, plus mandatory training event in January
- Times: AM Shift: 6:00 AM - 4:00 PM  
PM Shift: 3:30 PM - 1:00 AM
- Shift times are approximate and will be based on artist schedules. AM start times may vary by a few hours
- Non-credit students must fulfill at least 10 shifts. Students seeking credit must fulfill more than 10 shifts based upon their credit hour needs
- Students wishing to fulfill additional shifts may have opportunities to provide administrative support in January and sign up for additional shifts closer to the Rodeo

## HOW TO APPLY

Email your resume and cover letter to the individual below with "Concert Production Internship" in the subject line.

**Brittany Till**  
**[brittany@sarodeo.com](mailto:brittany@sarodeo.com)**  
**(210) 225-5851**

**APPLY BY**



# EVENT MANAGEMENT- FAIRGROUNDS ATTRACTIONS



## OVERVIEW

The Fairgrounds Attractions intern will perform under the direction of the Attractions Director. This internship will give a hands on experience in every aspect of event management. Prior to the event the intern will focus on administrative duties, planning, and logistics. During the event the intern will focus on managing one-off events, stage management and assist with onsite management.

## ESSENTIAL DUTIES & RESPONSIBILITIES

Responsibilities include, but are not limited to the following:

- Assist the Attractions Director with all things related to attractions, grounds acts, carnival and food court
- Perform a variety of administrative duties, to include: managing spreadsheets, preparing and filing documents, creating and editing content for print and web, customer service
- Assist with the procurement, contracting and payment of various contractors
- Assist department members and committee chairmen with contract creation
- Attend volunteer committee meetings, help formalize event logistics
- Assist in on-site event execution, including set up and break-down
- Document the event by taking pictures, video, and detailed notes for evaluation
- Manage performance stages, assist bands with move in/out
- Participate in detailed post-event evaluations with team
- Perform additional tasks as assigned

## SKILLS & ABILITIES

- Posses and demonstrate strong interpersonal skills, detail oriented observation and task execution traits, professional ability to follow instructions, ask questions. share ideas and exercise good judgement
- Quick thinker, knowledge of conflict resolution, efficient and effective problem solver
- Showcase a creative outlook or approach to even simple or ordinary projects
- Exceptional phone etiquette, writing, editing, and proof-reading skills
- Excellent organizational and time management skills



# EVENT MANAGEMENT- FAIRGROUNDS ATTRACTIONS



## EDUCATION & EXPERIENCE

- Recent graduate or student in pursuit of a degree related to / but not limited to Event Management, Hospitality & Tourism, Communications, Marketing, Business, etc.
- Interest in Special Events, Event Planning, Non-Profit Organizations
- Fluent in English (reading, writing, speaking), Spanish a plus
- Working knowledge of Microsoft Word and Excel
- Adobe Creative Cloud or CAD skills a plus, may link to or include portfolio examples
- Volunteer or student organizational leadership experience

## WORK ENVIRONMENT

- Interns will be located at San Antonio Stock Show & Rodeo headquarters, mobile locations and fairgrounds site. In course of duties, may be exposed to animals, dust, elevated noises, stage lighting, outdoor weather elements, etc.

## PHYSICAL REQUIREMENTS

- Walking- Moving about on foot to accomplish tasks, particularly for moving from one site to another and for sustained periods of time
- Carrying- Must be able to carry at least 30 lbs. without assistance
- Lifting- Have strength to lift at least 30 lbs. without assistance
- Standing- Particularly for sustained periods of time

## SCHEDULE

Internship may begin as early as October 2020 and end in March 2021

- Due to the nature of the position, interns must be able and willing to work a variety of mornings/evenings and weekdays/weekends depending on event timelines
- Schedule is adjustable as needed to obtain school credit

Oct - Nov

- 20-30 hr/week, 3-4 days/week

Feb

- 40+ hr/week, 6-7 days/week
- Saturday & Sunday included

Dec - Jan

- 30-40 hr/week, 5-6 days/week
- Saturday included

# HOW TO APPLY

Email your resume and cover letter to the individual below with "Event Management- Fairgrounds Attractions Internship" in the subject line.

**Derrick Adams**  
**derrick@sarodeo.com**  
**(210) 225-5851**

## APPLY BY



# OFFICIAL MERCHANDISE AND TRADE SHOW PRODUCTION



## OVERVIEW

During the San Antonio Stock Show & Rodeo the Expo Hall, Expo Hall II, and Freeman Coliseum are transformed to become the Shops at the Rodeo. The Shops are home to over 250 retail vendors who come to showcase a broad spectrum of products. The backbone of the Shops is our Rodeo Retail Committee. This group of volunteers provide support in creating a seamless move-in and move-out, while also tackling the day to day tasks required to keep our Shops running smoothly. You will work alongside the committee and assist the Retail Director in preparation and management of retail operations throughout the Show, including all Official Merchandise operations.

## ESSENTIAL DUTIES & RESPONSIBILITIES

Responsibilities include, but are not limited to the following:

- Prepare Shops at the Rodeo marketing content
- Develop a daily newsletter which will be distributed amongst 300+ vendors throughout the length of the show
- Prepare and manage up to date information on our website and mobile app
- Assist with management of e-commerce site and fulfillment of online sales for our Official Merchandise program, including in office sales and staff orders
- Create and edit grounds signage, store directories, and maps
- Assist with on-site event execution including event set-up and break-down
- Communicate with Retail Vendors, Volunteers, and Patrons to resolve conflicts and ensure satisfaction of all parties
- Maintain a comprehensive database of vendor information as well as an accurate filing system of documents which may be confidential, legal and/or time sensitive
- Assist with in office procedures, screen visitors and telephone calls directed to department
- Additional tasks as assigned

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**DESIGN**

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**CREATIVE  
WRITING**

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**LOGISTICS**

# EVENT / TRADE SHOW PRODUCTION



## SKILLS & ABILITIES

- Strong interpersonal, verbal, and written communication skills
- Ability to think spatially
- Quick learner with the ability to self-motivate and work in a fast paced environment
- Interest in Special Events, Event Planning/Management, Retail, and/or Non Profit
- Self-motivated, friendly professional, with a hospitable attitude to all, at all times

## EDUCATION & EXPERIENCE

- Currently in pursuit of, or a recent recipient of, a related degree (Event Management, Communication, Marketing, Sales, etc.)
- Proficiency in Microsoft Office programs
- Knowledge of Adobe Creative Suite (Indesign, Illustrator, Photoshop)
- Interest in Event Management field

## PHYSICAL REQUIREMENTS

- Walking- Moving about on foot to accomplish tasks, particularly for moving from one site to another and sustained periods of time
- Standing- Particularly for sustained periods of time
- Climbing- Ascending or descending stairs frequently

## SCHEDULE

November 4, 2019 to February 26, 2020

Nov 2 - Jan 29

- 20-30 hr/week
- Flexible Schedule \*Longer hours may be expected during Winter Break

Feb 1 - Mar 1

- 25-35 hr/week
- 8 AM - Noon, Daily

# HOW TO APPLY

Email your resume and cover letter to the individual below with "Official Merchandise/ Trade Show Production Internship" in the subject line.

**Kelby Bellows**  
**kelby@sarodeo.com**  
**(210) 225-5851**

**APPLY BY**





# COMMUNICATIONS & PR



## OVERVIEW

The Public Relations & Communications interns operate under the direction of the Communications & PR Manager. This internship focuses on publicizing the business and mission of the San Antonio Stock Show & Rodeo. Interns will have the opportunity to work closely with multiple media outlets, volunteer committees and social media influencers. In addition, interns should gain experience in their writing, communication and media relations skills.

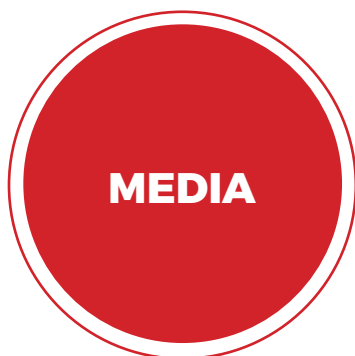
## ESSENTIAL DUTIES & RESPONSIBILITIES

Responsibilities include, but are not limited to the following:

- Write PR materials, including press releases, newsletter and website copy
- Assist with proofing multiple materials as needed
- Collaborate with other departments (Livestock, Horse Show, Attractions, etc.) to improve overall communications and PR efforts
- Interact with many different members of the media from print to radio and TV
- In collaboration with the Communications and PR Manager, identify stories that can be pitched to the media
- Review and keep track of entertainment media policies for each performance
- Provide a wide variety of administrative support to the department
- Assist with the Stock Show & Rodeo's overall PR activities and efforts
- Additional tasks as assigned

## SKILLS & ABILITIES

- Computer savvy (minimum Microsoft Office, Mac or PC design capabilities a plus - especially Photoshop)
- Communicate clearly and concisely, both orally and in writing
- Excellent communication, customer service and interpersonal skills
- Must be able to interact and communicate effectively with peers, leadership, volunteers, media and the public
- Strong time management and organizational skills
- Quick learner with the ability to self-motivate and work in a team environment
- Must have transportation and be able to travel throughout San Antonio
- Must have personal laptop to complete projects





## EDUCATION & EXPERIENCE

- Currently in pursuit of, or a recent recipient of, a degree in Journalism, Public Relations, Communications or related field
- Knowledge of media industry is helpful

## WORK ENVIRONMENT

- During the show - February 11-28 - you will be required to work every day, including weekends, and evenings/nights. Exposure to wide range of environments and elements during the event
- In preparation for the show there will be a few nights and weekends that will be asked of the intern to work
- Must be able to lift and/or carry 30 pounds; capable of standing for one hour or more

## SCHEDULE

December 2020 - March 2021

December 2020

- Available Monday - Friday with hours mutually agreed upon

January 2021 - February 10, 2021

- Available Monday - Friday and select Saturdays

February 11-28, 2021

- Available Monday - Sunday (all 18 days of the Rodeo)

February 29, 2021 - March 2021

- Available Monday - Friday

# HOW TO APPLY

Email your resume and cover letter to the individual below with "Communications & PR Internship" in the subject line.

**Lauren Sides**  
**lauren@sarodeo.com**  
**(210) 225-5851**

## APPLY BY



# MARKETING



## OVERVIEW

The Marketing interns operate under the direction of the Communications & PR Manager. This internship focuses on gathering story ideas in the livestock and horse barns, photography and content for social media platforms. Interns will have the ability to work closely with volunteer committees and are responsible for writing press releases on the Calf Scramble. Another important aspect is taking photographs to be utilized in future marketing collateral.

## ESSENTIAL DUTIES & RESPONSIBILITIES

Responsibilities include, but are not limited to the following:

- Interview and write press releases for livestock shows and calf scramble participants
- Contact media and send out press releases
- Assist the marketing department uncover potential news stories in the barn.
- Facilitates upkeep and volunteer staff of Social Media Hub
- Takes photos on grounds that could potentially be used as marketing materials and/or sponsorship recaps in addition to responsibilities. Intern must have their own equipment.
- Additional tasks as assigned

## SKILLS & ABILITIES

- Results-oriented, motivated self-starter with the capacity to multi-task
- Friendly and professional demeanor even when fatigued and under pressure
- Exceptional organization, communication and time management skills
- Perform well under pressure in thrive in a fast-paced, collaborative environment
- Able and willing to work extended hours as required, including some evenings and weekends
- News Writing and Interview Skills





## EDUCATION AND EXPERIENCE

- Currently in pursuit of, or a recent recipient of, a related degree (Communication, Public Relations, Marketing, Business, etc.) Junior or Senior qualification preferred
- Knowledge of digital media marketing tools (i.e. website, app, social media)
- Familiar with a Livestock Show setting
- Proficient in Microsoft Office suite
- Adobe Design skills a bonus

## SCHEDULE

Interns are highly encouraged to stay throughout the duration of the show -- February 11-28, 2021.

## HOW TO APPLY

Email your resume and cover letter to the individual below with "Short-Term Marketing Intern" in the subject line.

**Lauren Sides**  
**lauren@sarodeo.com**  
**(210) 225-5851**

**APPLY BY**



# SPONSORSHIP & MARKETING



## OVERVIEW

Under the direction of the Marketing Coordinator, the Sponsorship & Marketing Intern will assist the Marketing & Sponsorship Department with preparation, execution and follow up to all contractual sponsorship obligations affiliated with San Antonio Stock Show & Rodeo events and fundraisers. This intern position will interact and network with sponsors, staff members, vendors, volunteers and guests. They will lead the charge in the preparation, activation, photo archives and development of reports, also referred to as Proof of Performance or Sponsorship Recap Reports, which will outline the fulfillment of commitments to sponsors. The Sponsorship & Event Planning Intern will perfect his/her organization skills, communication skills, the ability to multi-task, work in a fast pace environment, and focus on attention to detail.

## ESSENTIAL DUTIES & RESPONSIBILITIES

Responsibilities include, but are not limited to the following:

- Assisting the Sponsorship Team with daily communication, reports and research for over 65 corporate sponsors
- Provide administrative support in preparation for the 2021 Stock Show & Rodeo
- Lead the fulfillment of all sponsor hospitality needs (i.e. tickets, parking, and credentials)
- Implement the setup, execute, and breakdown (defined as Event Production) on various sponsorship assets (i.e. promotions, PA scripts, advertisements, etc.)
- Lead and organize photography for sponsorship reports
- Assist with the development of sponsorship reports
- Additional duties as assigned





## SKILLS & ABILITIES

- Strong organizational skills
- Strong time management skills
- Ability to work independently and on a team
- Detail Oriented
- Excellent communication skills
- Takes initiative to problem solve
- Able to carry/lift/handle 10-15 pounds
- Ability to work under pressure in fast pace environment
- Ability to maintain a positive attitude under pressure
- Ability to be a leader and follower
- Must have reliable transportation

## EDUCATION & EXPERIENCE

- Currently seeking and/or has obtained a Bachelor's Degree in Marketing, Communications and/or Public Relations
- Microsoft Office experience required (i.e. Outlook, Word, Excel, PowerPoint and Access)
- Photoshop experience required
- Event planning experience is a plus

## SCHEDULE

This internship will begin in November 2020 and end in March 2021.

November 2020 - January 2021

- 30 hr/week

February 2021

- 40 hr/week

March 2021

- 20 hr/week

Note: Supervising Manager will work with student's school schedule. Internship scheduling will be discussed during the application/interview process with the suggested dates and hours listed above in mind.

# HOW TO APPLY

Email your resume and cover letter to the individual below with "Sponsorship Intern" in the subject line.

**Charlene Reynoso**  
**charlene@sarodeo.com**  
**(210) 225-5851**

## APPLY BY



# SALES



## OVERVIEW

The 2021 San Antonio Stock Show & Rodeo is held February 11 through February 28, 2021. This run includes 20+ PRCA events accompanied by major entertainment artists. The internship involves assisting with ticket sales and support for group sales, promotions, and promotional days on the grounds. Position requires interaction with multiple departments to assure customers receive correct and timely information. Candidate will report directly to the Customer Relations Director.

## ESSENTIAL DUTIES & RESPONSIBILITIES

Responsibilities include, but are not limited to the following:

- Assure exemplary customer service
- Keep abreast of public event information such as dates, times, and entertainers
- Heavy outbound calls for prospective sales and following up with existing customers
- Have working knowledge of all promotions and offers created by the Marketing Department
- Understand the layout and description of the Grounds exhibits
- Work with ticketing system to assist with current and new ticket orders as needed
- Additional tasks as assigned





## **SKILLS & ABILITIES**

- Exceptional organization, prioritization and time management skills
- Results-oriented, motivated self-starter with the capacity to multi-task and prioritize
- Perform well under pressure and thrive in a fast-paced, collaborative environment
- Excellent interpersonal skills and ability to work well both with supervision and independently
- Exceptional written and oral communications
- Working knowledge of Microsoft Office
- Able and willing to work evenings as needed

## **EDUCATION & EXPERIENCE**

- Currently in pursuit of, or a recent recipient of, a related degree (Business, Event Management, Communications, Marketing, etc.)
- Interest in Sales
- Competency in Microsoft Office programs
- Proficiency in English. Some Spanish may be helpful

## **SCHEDULE**

Internship may begin as early as September 2020 and end in February 2021.

- Approximately 30 hr/week

Potential opportunity for part-time employment as ticket staff once rodeo begins.

# **HOW TO APPLY**

Email your references, resume and cover letter to the individual below with "Sales Internship" in the subject line.

**Patti Martin**  
**patti@sarodeo.com**  
**(210) 225-5851**

## **APPLY BY**



\*Applications will be accepted until position is filled.



# SEASONAL TICKET STAFF



## OVERVIEW

The 2021 San Antonio Stock Show & Rodeo is taking place on the grounds of the AT&T Center from February 11-28, 2021. Ticket Office staff requires interaction with customers regarding multiple events. Staff needs to assure customers receive correct information and/or are sold correct tickets.

Staff will report directly to the Rodeo Box Office Manager. Flexible shifts available November 2020 through February 28, 2021

## ESSENTIAL DUTIES & RESPONSIBILITIES

Responsibilities include, but are not limited to the following:

- Assure exemplary service for all customers both in person and over the phone
- Keep abreast of public event information such as dates, times, and entertainers
- Be able to assist customers with finding their requested ticket needs
- Work with Customer Relations Director for ticket holder questions/concerns
- Have working knowledge of all promotions and offers
- Understand the layout and description of the Rodeo Grounds including exhibits and carnival
- Other duties as assigned by management

## DESIRED QUALIFICATIONS AND QUALITIES

- Experienced handling cash
- Friendly customer centered approach
- Punctual for work shifts
- Perform well under pressure and thrive in a fast-paced, collaborative environment
- Excellent interpersonal skills and ability to work well both with supervision and independently

## HOW TO APPLY

Email the individual below with "Seasonal Ticket Staff" in the subject line.

**Melissa Cunningham**  
[melissa@sarodeo.com](mailto:melissa@sarodeo.com)  
(210) 225-5851

**APPLY BY**

