



Learfield is a diverse media enterprise anchored by our core collegiate athletics business managing multimedia rights and sponsorship initiatives for nearly 130 institutions, conferences and arenas nationwide. Our people-friendly culture is a hallmark of our style and approach to business and is rooted in values demonstrating intentional and active care for other people.

Badger Sports Properties is Learfield's local, dedicated entity representing the University of Wisconsin. In complete collaboration with the university, this team is committed to extending the affinity of the Badgers' brand to businesses and corporations of all sizes looking to align with the undeniably loyal and passionate collegiate sports fan base. As exclusive multimedia rights holder for the University of Wisconsin, Badger Sports Properties manages all aspects of the rights relationship providing corporate partners with both traditional and new media opportunities. Businesses partnering with us are given the opportunity to bolster their own brand and garner maximum exposure through inventory such as venue signage, event sponsorships, contests and promotions, corporate hospitality, broadcast media, and digital engagement and visibility via the official athletics website and social channels.

Badger Sports Properties is actively seeking both Corporate Office and Gameday Interns for this upcoming year. Our Interns are essential to Learfield and our properties' success. We are looking for well-organized, responsible and outgoing individuals to provide the necessary support to the Badger Sports Properties team. The goal is to execute partnership elements to ensure a successful and enjoyable gameday experience for all partners, Wisconsin Athletics, and all fans. If you enjoy working in a fast-paced, dynamic team environment, and have prior athletics experience or simply a strong desire to work in sports, we want to meet you! The position is unpaid but will serve as a great resume builder and will provide excellent on-site marketing, sales, and sponsorship execution training within the sports and entertainment industry. This role has responsibilities which include, but are not limited to the following:

Job Responsibilities

- Assist with gameday and event operations; including set-up of select venue signage, hospitality events and fan zones, execution of in-game promotions, on-site sponsor displays, pre and post-game giveaways, etc.
- Complete office hours, administrative support and undertake special projects as assigned by the Partnership Services Team
- Come eager to work and learn from a group of highly motivated sports professionals

Job Qualifications

- High level of initiative, coupled with the ability to work independently
- Strong written and verbal communication skills
- Ability and willingness to initiate and maintain personal relationships
- Highly organized; able to prioritize and execute tasks
- Strong attention to detail; quality over quantity
- Ability to maintain a positive, upbeat attitude under pressure
- Knowledge in Excel, Power Point and Outlook; savvy with social media
- Ability to work flexible hours, including nights and weekends
- Current UW-Madison student pursuing a degree in Sports Management, Business, Marketing, Public Relations, Communications, or other related fields

If interested, please contact Lauren Kratochwill, Business Development Coordinator, for additional details and next steps at kratochwill@learfield.com or (608) 265-5493.