



## 2022 INTERNSHIP PROGRAM

Traverse City Horse Shows, LLC (TCHS) is an equestrian event company that produces top-level hunter-jumper events at Flintfields Park in Williamsburg, MI, located just outside Traverse City.

Now in its eighth year, TCHS will host 12 weeks of FEI and National Level hunter, jumper and equitation competition. Feature events include the FEI North American Youth Championship, the American Gold Cup, the Silver Oak Jumper Tournament and two weeks of FEI 5\* jumping with Major League Show Jumping.

TCHS is led by the Morrissey Management Group, LLC (MMG). Members of MMG have over four decades of experience and have produced some of the US's top equestrian events, including the American Invitational, the American Gold Cup, the Charlotte Jumper Classic, FEI World Cup Finals, Lake Placid Horse Show Series, the National Horse Show, New Albany Classic, the Winter Equestrian Festival and more.

TCHS is currently seeking internship candidates who are interested in learning more about event sponsorship and marketing. Interns will also gain valuable professional experience and will learn about all aspects of our business including event logistics, horse show management, operations, hospitality and communications.

Intern candidates should be friendly, motivated and hardworking with strong writing, project management and organizational skills. Interns will need to work well under pressure and possess excellent communication and customer service skills. The ideal candidate should be a team player that isn't afraid to roll up their sleeves and get involved. An understanding and familiarity with the hunter-jumper world is a plus.

**Summer Internship: June 1 – September 18\***

***\*Flexible end date for interns heading back to school***

### ***Marketing & Communications***

- Assist with all marketing & communication efforts including press releases, newsletters, social media, email blasts
- Liaise with event photographers and organize photo library
- Coordinate with sponsorship to ensure that all sponsor obligations are related to marketing and communication assets are executed
- Help write weekly newsletter during the event
- Write editorial for Official Program
- Manage talking points and material for the Live Stream commentators for each broadcast
- Assist with facilitating media requests

- Other projects as assigned

### ***Event Management & Operations***

- Assist the Event Director with all functions of event and venue management
- Assist with staffing, scheduling and some human resource tasks
- Assist with venue management, including any special set-ups needed during the event
- Assist with Vendor Relations during the event
- Assist with event presentation and production
- Assist with housing and car rentals for staff and officials
- Other projects as assigned

### ***Sponsorship & Hospitality***

- Assist with sponsorship fulfillment, including the on-site activation and coordination of benefits for all our partners
- Assist with management of our hospitality areas, including the VIP Club & Riders Lounge
- Help plan and execute events and activities, including concerts, family fun-days, ice cream socials, wine tastings and other special promotions throughout the Festival
- Help with other projects and tasks as assigned
- Other projects as assigned

### ***Community Relations & Event Presentation***

- Assist with ticket sales and management for Sunday's Grand Prix
- Assist with Community Partner Program
- Help coordinate Promotional Schedule and activations for each Sunday's Grand Prix
- Assist with Ticket Fundraising Program
- Other projects as assigned

All interns should be willing to work some long days and weekends (Tuesday – Sunday). They should also be comfortable on their feet for long periods of time and may be asked to help with lifting and set-up at the venue.

Interns shall be provided a \$500/week stipend. Housing to be provided.

Interested candidates should send their cover letter and resume by January 15 to Rachel Klion at [rachel@traversecityhorseshows.com](mailto:rachel@traversecityhorseshows.com).