

EVENT MARKETING, SALES AND OPERATIONS
PAID INTERNSHIP

The Bob Hope Classic, the valley's only PGA TOUR golf tournament, is seeking up to three business oriented, enthusiastic, disciplined and self-motivated individuals for paid **Marketing and Sales Internships**. Successful applicants will work on marketing and sales campaigns and operations projects for the 2010 tournament during the period mid-September through December 2009. Based upon intern performance there is a strong possibility that one or more interns will be retained to participate in promotional, operations and special event hospitality activities through the January 18-24 golf tournament. Knowledge of golf operations or professional golf is welcomed, but not necessary.

Interns will be paid \$8.25 an hour, plus a 10% commission for all new sales they generate. The Classic will allow flexible individual work schedules as long as each intern is available for a twenty-hour work week any period during normal 8am to 5pm business hours. All business and job related supplies and support will be provided. Interns must have a valid California driver's license and access to personal vehicle transportation. When conducting directed activities requiring use of a personal vehicle away from the Bob Hope Classic offices a standard mileage allowance will be paid. The Bob Hope Classic will provide documentation to support academic credit as appropriate.

Interns will gain valuable, practical business experience conducting sales, marketing and tournament operational activities. They will interface with the tournament leadership, staff and volunteers, local businesses and corporate sponsors. Initial responsibilities will primarily focus on telephonic and face to face sales solicitations of the tournament's credentials, gift packages and corporate hospitality sponsorships. Orientation training will be provided to ensure that each intern understands the tournament's history, organization, market research, on-course venues, as well as their individual responsibilities.

Intern Period of Employment: From approximately September 14 though December 18 with a possibility of retention through the end of the tournament. Intern recruitment and selection will be accomplished by September 14th.

Application Period: Applications and résumés accepted immediately until a deadline of Wednesday, August 26th. Forward all correspondence to the above address, attention Rich Lane. Applicants will be notified for appointments of selection interviews.

Point of Contact: Rich Lane, 760-346-8184, ext. 235; richlane@bhcc.com; c/o Bob Hope Classic, 39000 Bob Hope Drive, Rancho Mirage, California 92270.

2010 BOB HOPE CLASSIC INTERNSHIP APPLICATION

PLEASE PRINT (Detailed answers can be continued on the reverse side or on a separate page)

Full Name _____ Date _____

Address: Street _____ City _____
State _____ Zip Code _____ Phone # _____
Mobile/Cell Phone # _____ E-mail Address _____

Social Security # _____

Vehicle License # _____ State _____

Are you available for intern employment for a 20-hour work week during normal 8 am to 5pm business hours:

Yes _____ No _____ If not, how many hours during a normal work week _____

Employment History: Past two (2) employers or volunteer activities

From _____ To _____ Employer _____ Phone # _____

1

Immediate Supervisor and Title _____

Reason for leaving: _____

Summarize the nature of the job and responsibilities _____

From _____ To _____ Employer _____ Phone # _____

2

Immediate Supervisor and Title _____

Reason for leaving: _____

Summarize the nature of the job and responsibilities _____

Education

High School and Location _____ Graduate Yes ___ No ___

College and Location _____ Field of Study _____

Other _____ Field of Study _____

References: (minimum of two; three is better)

Name _____ Phone _____

Name _____ Phone _____

Name _____ Phone _____

Special Skills and Qualifications: (e.g., Language, Training, Licenses, Certificates, etc.) _____

(Attach a cover letter; résumé or any information which you feel benefits your Internship selection.)

Applicant Signature _____ Date _____

Send all correspondence to: Bob Hope Classic, Attn: Rich Lane, 39000 Bob Hope Drive, Rancho Mirage, CA 92270