I interned with the Somerset Patriots minor league baseball organization in the summer of 2008. This internship required between 50 to 90 hours of work per week which was very challenging. The knowledge that I gained through this experience was invaluable. I learned more about time management, discipline and dedication in one summer than I could have interning somewhere else for years. Aside from game preparation, working games and helping to prepare for the Atlantic League All-Star week, which was hosted by the Patriots, the interns participated in “The Intern” competition. This competition included five very in-depth tasks which emphasized different parts of the sports business.

This experience enhanced my career development and goals by giving me a lot of confidence. I accomplished a lot of things that I am very proud of. Juggling all of the responsibilities throughout the summer, it seemed that I could never get everything done sufficiently, but I did. It helped me to keep focus on the finish line of every task which I think is important and will lead to me being a more successful employee.

The task I am most proud of from the summer was the Theme Night task which was part of “The Intern”. This task included leadership activities, community involvement and contributions made to the Patriots. I was assigned the team leader of my group. Our assignment was to come up with a theme night and try to get as many groups to attend the game as possible. We had to associate our theme with the game, which is very difficult because of all of the elements of the game. We were also responsible for the advertising of the game in order to get attendance up.
The theme that I came up with was a Cystic Fibrosis Awareness night. My roommate of all four years of college has CF and I thought it was a good opportunity to contribute to this cause. We were able to donate $4 of every $9 ticket to the CF foundation of the group’s choice. We also set up an auction and gave the proceeds to a CF foundation. Boomer Esiason, the well-known quarterback who used to play in the NFL, is a big activist for CF as his son is afflicted with the disease. We called his foundation and they helped us out a lot. They sent us autographed baseballs, baseball bats, jerseys, helmets, and pictures of Boomer to auction. Also, they sent us 3,000 CF awareness bracelets similar to the Livestrong bracelets.

We contacted numerous people and ended up with four different groups to come out. One group consisted of 500 people, which had never been done by an intern group before us. Another group that came out was made up of 100 people and there were two more of 25 people.

My team was incredibly successful with our theme night. We had four groups totaling 650 tickets, had a secondary sponsorship sold for $2,500, had two concourse tables, our total attendance was 5,095 people for the night, we made over $2,000 to go towards CF and most importantly to the Patriots, made a total of $3,240 of group profit and ultimately won the task.

Not only “The Intern” competition but the entire internship was very hard and time consuming but very rewarding as well. I am happy that I decided to take on the challenge of working such an involved internship because I learned a lot of things that will help me in the future. I made a lot of connections through the front office staff, who were a great group of people to work with all summer long. This was a very rewarding
internship and I can certainly say that all the time and work that I put into it was worth all of the knowledge I gained.