



# Internship Program Manual

Ladies 1st Sports Agency, LLC.

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## Missions of Our Company

Ladies 1st Sports Agency provides women the opportunity to pursue their lifelong dream of playing professional sports. The agency offers programs that will develop and improve individuals as well as team skills. Our goal as an agency is to provide the highest quality representation and sports management to athletes who want to maximize their potential on and off the playing field. Ladies 1st is also the owner of the Independent Professional Women's Basketball League.



Men2 Sports Management, the subsidiary of Ladies 1st Sports Agency, provides men with the opportunity to pursue their athletic dreams of playing at the professional level. As an organization they offer athletes with the chance of improving themselves to their maximum potential. Providing a variety of opportunities to work with and learn from the best. Our goal is to provide athletes with the highest quality representation and sports management to athletes to maximize their potential on and off the playing field.



The Independent Professional Women's Basketball League (IPWBL) provides the opportunity for women to gain experience and exposure playing at a professional level to compete for domestic and overseas contracts. The league contains 20 teams in 5 regions:

West Coast, Southern, Deep South, Southeastern and Mid-West. We have also introduced Athletes Not Tomboys Women's Fall league, Stay In the Game Women's 30+ league and partner with She Got Game to help women gain more exposure.



# Internship Programs Available

Ladies 1st Sports Agency, Men2 Sports Management, and the Independent Professional Women's Basketball League offers many different types of internship programs. These programs will allow interns to gain firsthand experience both in person and virtual. Internships are offered in the Fall, Spring, and Summer. Our goal is to help our interns enhance in their preferred areas of education. We as an organization want everyone to learn and succeed. Interns must receive academic credit to be a part of the agency. Although our internships are not paid, we do offer compensation for working events and many other types of ways.

## Internships Available

1. Ladies 1st Sports Agency
  - a. Marketing/Social Media
  - b. Community Relations
  - c. Human Resources
  
2. Men2 Sports Management
  - a. Marketing/Social Media
  - b. Community Relations
  - c. Human Resources
  
3. IPWBL
  - a. Marketing/Social Media
  - b. Community Relations
  - c. Human Resources
  - d. Public Relations
  - e. Photography/Videography
  - f. Sales/Finance
  - g. Broadcast/Journalism

With the IPWBL there are positions offered for teams within the league; some positions include Director of Business Operations, Director of Basketball Operations, Director of Events, and Director of Public Relations.

The following pages will have descriptions of some of the internships we offer here at Ladies 1st Sports Agency.

# Ladies 1st and Men2 Sports Internships



Ladies 1st Sports Agency and Men2 Sports Management want to provide their interns with the opportunity to gain experience working in the field of sports. These departments will allow you to work closely with both men and women clients to help them follow their dreams of playing at the professional level. Interns will work closely with owner, Shajaunna Jordan, and Executive Director, Brittany Maxey.

Interns will have the ability to promote the athletes through a variety of ways. Interns will run the social media accounts for either department (Facebook or Twitter). Interns will run the recruiting accounts for the athletes (Sportiw Profiles). Interns will also do athlete evaluations, sit in on weekly meetings, and run special events. Marketing is a big part of the internship, whether it is through social media presence or creation of flyers. Interns will be required to lead at least one special event.



Ladies 1st interns will work directly with our female clients, while Men2 Sports interns will work directly with our male clients. This internship will allow interns the ability to work with a variety of departments within the agency. Giving them the opportunity to learn how to effectively run an organization in the sports world. Let us help you achieve your goals and dreams, apply and join our family today. #JoinOurTeam

**Please send a cover letter, resume and 3 professional references to:**  
info@Ladies1stSportsAgency.com

## IPWBL Internship Description

Welcome to Ladies 1<sup>st</sup> Sports, LLC. Internship Program. We are excited to have you become apart of our team. Our Interns will have the opportunity to learn about the history, culture, and vision of the IPWBL, understanding the importance of how professional women's sports organizations work to develop general critical thinking, problem-solving, time management, communication, and writing skills.

Marketing/Social Media  
Community Relations  
Human Resources  
Public Relations  
Photography/Videography  
Sales/Finance  
Broadcast/Journalism



**MUST BE ABLE TO RECEIVE ACADEMIC CREDIT FOR THIS INTERNSHIP**

Qualifications:

- Advanced writing skills
- Exceptional reliability, interpersonal
- An ideal person must be able to work extremely well within a team to come up with creative solutions
- Strong attention to detail
- Above-Average interest in basketball and sports is a PLUS
- Able to work non-traditional hours in a non-traditional setting, within a team atmosphere
- A sense of humor
- Internship will be 10-15 hours weekly
- Game Day attendance is required for in-season interns
- Other duties may/will be assigned

Let us help you achieve your goals!



**Ladies 1st Sports**  
*Changing The Game*

# IPWBL Internship

The IPWBL is looking for interns!! The ideal candidate is a current college student or recent graduate that is looking to gain experience or obtain college credit in: **PR, Marketing, Sales, Sports Management, Game Day Operations and Broadcast Journalism**. This is an excellent opportunity to get hands-on experience in the business of basketball. After successful completion of this internship, the right candidate will undoubtedly have an opportunity to be hired full time by the team.

**Listed below are available positions. Please indicate which position most interest you:**

- **Public Relations, Sales, & Marketing-** Will be responsible for community engagement and sponsor relationships, marketing team apparel, boosting ticket sales.
- **Social Media Staff-** Will be responsible for social media engagement across all major social platforms. Posting at least 3 times a day on all major social media sites (Facebook, Twitter, Instagram) as well as interacting with fans and media personnel via social media. Also updating league communication app Blast Athletics.
- **Athletic Trainer-** Athletic Trainers that are looking to complete clinical hours.
- **Equipment Manager-** Manage and oversee the maintenance of all athletic equipment including all jersey's, basketballs, and all other equipment.
- **Statistician-** Provide gameday stats using a stats program and any other duties as assigned by Basketball Operations.
- **Facility Manager-** Making sure benches are ready for both teams prior to the game. Assist ticket staff make sure refs have everything they need and assist the road team with any needs.
- **Media Staff/Media Program Manager-** PA Announcer Broadcast Play by Play.
- **Community Affairs-** This position requires you to work to continue to have the team involved in community-based events and activities. You will be asked to research local community events for the team to appear at for continuous visibility.
- **Videographer/Photographer-** Video and photograph all team events for use on our YouTube Channel, social media, and marketing material.
- **Fan Coordinator-** This requires an innovative and energetic personality with the ability to get fans involved in game-day activities and games during time outs and halftime.

**Please send a cover letter, resume and 3 professional references to:**

[info@Ladies1stSportsAgency.com](mailto:info@Ladies1stSportsAgency.com)

# Director of Basketball Operations

## **Basic Responsibilities**

The Director of Basketball Operations main job is to oversee the general and game-day operations of the team.

### *Some of the basic list of duties include:*

Cooperating and working with the Owner to ensure the success of the franchise and its growth by adhering to policies and regulations. Enforcing policies regarding building usage Hiring staff, whether professional, intern or volunteer Implementing and enforcing the policies and rules of the franchise. Interacting with elementary & high school athletic directors/department, teams, coaches, and fans. Supervising franchise activities and the facilities to ensure safety and smooth operation. Instructing the staff and coordinating internal communication, creating job descriptions; and Coordinating franchise budgets and finances.

### **Overseeing/Implementing the following duties below:**

- Interviewing, Hiring, & Termination of Personnel, Interns, volunteers, etc
- Organize, Distribute, and Supervise all interns
- Statistics-Make sure they get to the right media outlets
- Communication-email response
- Research, Develop, & Implement organizational changes according to current business developments.
- Collect all funds (ticket sales, merchandise purchases, provide receipts)
- Promotion- Social Media, Cold-calls, email
- Marketing-Flyers, billboard, newspaper, Social Media
- Participant recognition-Player Accommodations
- Creation of league flyer
- Mailing of pre-league letters, sponsorship information
- Tracking team popularity/awareness
- Half-Time entertainment-DJ, Performances, Crowd Relations
- Monitor ticket sales at the door and online tickets at will call
- Communicating with teams/league schedulers
- Arranging game officials
- Inventory Merchandise and Monitor Sales

### **Supervise & Manage:**

- Director of Sales/Marketing
- Director of Sponsorship
- Director of Social Media
- Director of Events



**Director of Basketball Operations** will be required to evaluate the franchise after the season is concluded. The evaluation will determine what aspects went well and what aspects need improving to update and improve the job description of the Director of Basketball and other staffmembers for the following season.

**Qualifications for a Director of Basketball Operations** would include someone with some sort of experience in running a league or tournament whether that experience comes from being a volunteer, staff personnel or an assistant director. The Director of Basketball must prove that he or she has good communication skills because he or she may be called upon to resolve conflicts, conduct meetings between staff, volunteers and league participants and make presentations.

### **Outcomes**

In running a successful franchise, the Director of Basketball should have the ability to reach numerous outcomes. Those outcomes include the following: creating a positive league experience for the fans and participants, resolving any conflicts amicably, meeting predetermined goals that can include finances, franchise growth and number of participants create an environment for positive staff morale and productivity and ensure sound financial management

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# Director of Events

## **Event Operations**

- Oversee the scheduling, coordination of all events, camps, clinics, game vendors and player appearances (must be approved by the Director of Basketball Operations).
- Administrative duties, emailing, collecting of funds, maintaining a database of participants, issuing & collecting waivers for insurance purposes.

## **Overseeing/Implementing the following duties below:**

- Hiring Staff- Players (scheduling), Volunteer's, Head Coach (scheduling).
- Distributing & Collecting waivers for participation.
- Interaction with Facilities Manager
- Instructing the staff and coordinating internal communication
- Coordinating Event Finances
- Interacting with the Equipment Manger
- Locations- Gym Sites, Cost, Facilities, Etc.
- Communication- Social Media, maintaining a Client Database, Emailing, Calling.
- Promotion- Social Media
- Marketing- Creating Flyers, and mailing all info
- Participant Recognition- Awards, Trophies, Gift Cards, Etc.
- Creation of Tournament or Event Flyer (Director of Operations Will Assist)
- Mailing Pre-Tournament Letters, Flyers, Brochure, Etc.
- Tracking Teams & Participants Entry
- Collecting Funds
- Finalizing Game Brackets (for Tournaments, Camps, & Chicago Breeze Games)
- Communicating with team about tournament schedules
- Arranging Officials (Director of Basketball Operations)
- Ordering/Purchase Participants Awards, Trophies, Etc. (Approval Needed)

## **Supervise & Manage:**

- Admissions (Entry Fee, Payments, etc.)
- Concession (When Available)
- Scorer's Table (clock, book, etc.)
- Set-up/Break down Crew (clean-up)

**Fulfill any request that each director may have, delegate interns to complete most duties.**

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# Director of PR/Community Relations

## **Basic Responsibilities**

This position requires you to work in an effort to continue to have the team involved in community-based events and activities. You will be asked to research local community events for the team to appear at for continuous visibility.

### *Some of the basic list of duties includes:*

When an organization has events on a regular basis, the success of the event depends on the promotional efforts of the community relations specialist. This can include finding businesses willing to sponsor the event as part of their own community outreach program, writing news releases to promote the event, convincing local journalists and other media sources to cover the event and doing anything else needed to inform and involve the community and make the event a success.

## **Overseeing/Implementing the following duties below:**

Oversee the day-to-day operations of the Community Relations Department including, but not limited to:

- Program Development and Implementation
- Donations
- Departmental Communication (internal and external)
- Player Relations
- Game day Community Outreach and Programs
- Maintain and grow community partnerships within the non-profit sector
- Collaborate with marketing to implement Chicago Breeze initiatives in the local market
- Work directly with Player Engagement staff to manage day-to-day player relations
- Manage the planning and implementation of all Community Relations programs and events
- Plan and manage the department budget
- Collaborate with Sponsorship Sales to engage sponsors in community programs and events
- Oversee social media, web content, calendars and other communication materials for the department

## **Outcomes**

Those outcomes include the following: creating a positive league experience for the fans and participants, resolving any conflicts amicably, meeting predetermined goals that can include donations, franchise growth and number of participants create an environment for positive spectator's morale and involvement and ensure sound community engagement.

Public relations are about interacting with the various publics within the organization and the community.

Public relations experts work to maintain a favorable opinion of the sports club that they are working for. One of the most important assignments is getting the crowd to the game and really getting them into the game. When cheering goes up, team morale goes up too.

Fans enjoy being rewarded even if it is trivial. When the crowd is involved, the event becomes more memorable. Any type of contest or giveaway attracts crowds and builds camaraderie between the community and the team.

One especially important way to reach out to the local community is to take part in events and functions that help a charity or organization. Public relations employees will send out a list of possible speakers from the team to a constantly updated list of target organizations to get the team out into the community to touch all the important fans that cheer for them.

The public relations department must provide excellent opportunities for the players to be visible and active in the community. The public relations team must make the program visible in the community activities beyond the playing field. This is extremely important because people enjoy being recognized as part of a group.

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## Summer High School Internship Program

(Girls Ages: 13-18)

All Teenage Girls & Women Who Love Sports  
**WE NEED YOU!**

Maybe you do not play sports but love to report about them, conduct player interviews, create advertisements, or a marketing plan.

**It is Possible!**

We are offering opportunities to learn more about working in sports.

Contact us at [ipwbleague@gmail.com](mailto:ipwbleague@gmail.com) for more information on these opportunities



# Join Our Team



## Contact Information

If wanting to apply or have any questions about these internships offered. The following information below includes contact information.

### **Ladies 1st Sports Agency/Men2 Sports Management**

- [info@ladies1stsportsagency.com](mailto:info@ladies1stsportsagency.com)
- [sports@ladies1stsportsagency.com](mailto:sports@ladies1stsportsagency.com)

### **Independent Professional Women's Basketball League**

- [IPWBLeague@gmail.com](mailto:IPWBLeague@gmail.com)