



College Internship Program

Who We Are

United Sports is one of three sports facilities managed by Eastern Sports Management: The Virginia Beach Field House, Fredericksburg Field House and United Sports. United Sports is a 127,000 square-foot indoor sports center and a 60-acre, 11 field outdoor complex located directly off the Route 30 Bypass in the heart of Chester County, PA. This privately-funded project transformed a historic airport into a major center for public recreation and field access. Servicing age groups from the 2 year-old to the senior citizen, United Sports has become one of the most comprehensive multi-sports facilities on the east coast providing a multitude of sports for high quality instruction, leagues, camps, clinics and tournaments. On a regular basis, United Sports attracts participants and spectators from a 60-mile to 60-minute radius. Centrally located, United Sports is convenient to people from nearby, neighboring states (Maryland, Delaware, and New Jersey). A premier facility, United Sports has become the central hub for regional tournaments, team training, and excellent programming. We offer a plethora of sports options for both youth and adults. On the ground floor we operate two indoor synthetic turf fields (85' x 180'), eight regulation volleyball courts, and four regulation basketball courts, as well as a full food court with concessions. Upstairs there is a small turf area for combines and training. There are also party rooms, vendor leasing and several inflatables.

Our party rooms enable us to host a wide variety of special events. Events such as birthday and team parties take place at the United Sports on a weekly basis. However, because of the size of our facility we can also accommodate larger events such as mixed martial arts, dog shows, trade shows and corporate events.



We offer leagues in soccer, basketball, volleyball, flag football, inline hockey, lacrosse, and field hockey during five seasons throughout the year. Each of the seasons lasts approximately 8 weeks. In addition to our own leagues and programs we also open our facility up to vendor tournaments, camps and clinics.

Our Mission

United Sports is grounded in three core concepts. These concepts are captured in the Eastern Sports Management mission statement and are the foundation on which we operate the organization

1. To provide the most complete guest service experience in Chester County and in the sports facility industry. We refer to people as our guests, because United Sports is our home, and we only invite guests into our home
2. We operate, facilitate and supervise sports leagues and tournaments. This is our area of expertise. Our leagues are well organized, scheduled properly, have all necessary personnel and equipment, and allow our guests to enjoy the games, concerning themselves only with having fun.
3. We increase sales for our sponsors. We view our sponsors as employers and treat their business as if it were our own. Being responsible for our sponsor's business leads to exciting and creative ways to sell more products for them.

The Internship Program

Most students will complete a 400 hour internship to satisfy graduation requirements. This equates to 40 hours per week for 10 weeks. Some students will need to stay longer and some will have shorter practicum requirements with less time commitment. These cases will be addressed individually. We require a set intern schedule but will be flexible to accommodate any individual requirements.



We offer six areas of specialization: Sports Manager, Tournaments, Marketing and Sponsorships, Business Administration, Food & Beverage and Youth Services. These areas will include daily tasks, projects and routine assignments. In addition to specific tasks, interns might be required to help out during special events and additional projects that are not related to their specific area. Below is a brief description of each position:

Sports Coordinator -- Students will work directly with an assigned sports director. These managers are responsible for the promotion and operation of all sports leagues, camps, clinics, tournaments and other special events. They will be immersed in the scheduling, execution, and management of these programs.

Marketing/Sponsorship Sales - Interns will work alongside the marketing director to allocate marketing dollars for different media outlets, develop advertisements, identify potential sponsors; negotiate sponsorships, special event management, and more.

Business Administration -- Students will learn the administrative details of a sports business, including human resources (staff recruiting, hiring, firing, records, etc.), payroll, profit and loss reports, guest management, and inter-office communications.

Food and Beverage -- Interns will work with the Food and Beverage Manager to ensure that the department runs smoothly. Tasks will include helping with inventory, daily operations, and special event catering and party preparations. Concessions accounts for over 20% of the facility budget and is vital to the success of the organization.

Youth Services -- Interns will work with the Youth Services director to plan and execute youth programs. Assist in party scheduling, preparations and execution.

Program Training

In addition to each specific position, every intern will be trained in several departments of the organization. We require training in these areas so that students can easily understand organizational procedures as well as to make acculturation easier. The areas



students will be exposed to are: Facility Management, Front Desk (Guest Service and Sales), and Field Marshaling, Food and Beverage and Youth Services

Below are some of the experiences that students will have in these areas:

Front Desk (Guest Service & Sales) - Interns will see the front desk operations. The front desk acts as the communication center for all of our guests; it is thus a crucial component in all guest service operations and the front line of our business. Responsibilities include guest relations, assisting in league registrations, providing information to our guests, managing the computer system, and proper telephone etiquette.

Facility Management -Students will see the maintenance and cleaning of the property and how a 127,000 square foot building is maintained on a daily basis. In this state of the art facility students will be exposed to high tech audio/visual components, state of the art solar panel systems, and turf management systems.

Field Marshaling - Interns will have the opportunity to be the eyes and ears of the sports leagues. The field marshals patrol the courts and fields, sign guests in at the games and pose as authoritative representatives of United Sports. The responsibility of the field marshals is important to the running of the leagues, tournaments, etc.

Youth Services - Students will work in our Lil Kickers program, a program for our younger guests that teaches physical development and individual youth sports training. Experiences include special event management (i.e. birthday parties), and supervision and maintenance of our indoor playground.

Food and Beverage- Interns will experience the operation of our food and beverage department where they will earn further exposure to guest service, as well as logistical operations such as ordering, preparation, and inventory management.



Our Partnership with Colleges and Universities

The United Sports Internship Program trace the success of the organization back to the many interns we have had over the years. Therefore we welcome students and support our interns in any way possible. We will comply with all of the processes and procedures required by your institution. We will maintain an open line of communication to make this the best internship experience for your students.

Gratitude

Thank you for considering our program. Our goal is to be a true partner with your school, and help you provide your students with the most positive experience possible. We are currently accepting resumes and are looking to fill these positions immediately. Please contact aballard@unitedsports.net with questions or comments as well as resumes. Please note when you will be available for your internship.

Thank you.