



UNITED SHORE PROFESSIONAL BASEBALL LEAGUE **2020 INTERNSHIP PROGRAM**

The United Shore Professional Baseball League was founded by Rochester, Michigan-based General Sports and Entertainment, and is the culmination of a 10-year effort by General Sports to bring professional baseball to the Detroit area. General Sports is led by President & CEO Andy Appleby, a former Senior Vice President of the Detroit Pistons and Palace Sports and Entertainment. General Sports previously owned and operated the Fort Wayne Wizards, a Minor League Baseball team in Fort Wayne, Indiana, and the Derby County Football Club, an English football (soccer) club in the English Premier and Championship Football Leagues.

The USPBL has given General Sports the opportunity to employ every best practice that its experienced team has learned over the past 30 years at the highest level of sports management and marketing. The USPBL completed its inaugural season at Jimmy John's Field on September 11, 2016, which featured the league's first three teams – the Utica Unicorns, the East Side Diamond Hoppers, and the Birmingham Bloomfield Beavers - playing a 75-game schedule at the brand new ballpark located in downtown Utica. The USPBL added a 4th team, the Westside Woolly Mammoths, in 2017. Our 2020 season will begin on May 8th and run through September, 13th.

Our baseball teams are comprised of top level college baseball players from around the country. Based on our experience with our professional soccer team in England, where developmental academies are prevalent, the players in our league are participating in the very first finishing school for baseball players. The USPBL provides state of the art coaching, the very best in musculoskeletal training and strength and conditioning programs, the latest advances in sabermetrics and video analysis, as well as a focus on personal development by offering job/internship opportunities with local companies and agreements with local colleges for continuing education courses. The quality of the players and the baseball is very high. The USPBL is scouted regularly by Major League teams, and we have had 36 players signed to contracts by MLB organizations in the first four years of operation. In 2019, the first of those players made it on to a Major League roster when former Utica Unicorn Randy Dobnak was called up to the Minnesota Twins. Dobnak actually started Game 2 of the 2019 ALDS for the Twins against the New York Yankees.

The United Shore Professional Baseball League is offering internship programs for college students for both the winter semester and for the summer. An internship with the USPBL offers students real-life work opportunities that are critical to gaining the experience necessary to be successful in the sports and entertainment business environment. Our executive staff is comprised of executives who have spent years working for various Major League teams, so this is a terrific opportunity for a substantive learning experience.

The internship opportunities are as follows:

1. Marketing, Public Relations and Promotions Department
 - a. Internships available for both Winter Semester and Summer
 - b. Work opportunities include:
 - i. Social Media Initiatives
 - ii. Public Relations Initiatives
 - iii. Website
 - iv. Promotional Concept Development and Research
 - v. Execution of Promotions
2. Corporate Partnership Department
 - a. Internships available for both Winter Semester and Summer
 - b. Work opportunities include:



- i. Sponsor Research
 - ii. Sponsorship Proposal Development
 - iii. Customer Relations
 - iv. Sponsorship Fulfillment
3. Ticket, Group and Premium Sales Department
 - a. Internships available for both Winter Semester and Summer
 - b. Work opportunities include:
 - i. Sales Research
 - ii. Sales Calls and Sales Meetings
 - iii. Customer Relations
 - iv. Ticket, Group and Premium Sales Fulfillment
4. Stadium Operations / Event Staff
 - a. Internships available for Summer
 - b. Work opportunities include:
 - i. Assisting with stadium operations
 - ii. Assisting with game day operations at Jimmy John's Field
5. Baseball Operations
 - a. Internships available for both Winter Semester and Summer
 - b. Work opportunities include:
 - i. Assisting with coach and player recruiting efforts
 - ii. Assisting with development of host family program
 - iii. Assisting with development of tryouts and player draft
 - iv. Assisting with tracking game and player statistics
 - v. Field set up and tear down for practice and games.
 - vi. Assist the clubhouse managers with a variety of tasks.
6. Merchandise Department
 - a. Internships available for both Winter Semester and Summer
 - b. Work opportunities include:
 - i. Assisting with development of overall merchandise plan
 - ii. Assisting with merchandise marketing and sales – both at the ballpark and through other online or retail locations.

Requirements:

- All interns must be enrolled in college.
- All internships are unpaid at this time.
- Interns must provide their own phones and laptops.

If you are interested in applying for an internship with the United Shore Professional Baseball League, please email your resume to internships@uspbl.com. Please also provide the following information:

- Where you learned about the USPBL Internship Program.
- When you would be available to begin an internship, and how long you could participate.
- The days of the week that you are available to work.
- Which department you are interested in working in.