UNITED STATES PROFESSIONAL BASEBALL LEAGUE
2027 INTERNSHIP PROGRAM

The United States Professional Baseball League was founded by Rochester, Michigan-based General Sports and Entertainment, and it was 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 35 years at the highest level of sports management and marketing. The USPBL opened UWM Field and its inaugural season of baseball in Utica, Michigan on May 30, 2016. In the inaugural season, the league's first three teams – the Utica Unicorns, the East Side Diamond Hoppers, and the Birmingham Bloomfield Beavers - played a 75-game schedule at the brand-new ballpark. The USPBL added a 4th team, the Westside Woolly Mammoths, in 2017. Our 2027 season will begin on May 14th and run through September 12th.

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 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 are extremely high. The USPBL is scouted regularly by Major League teams, and we have had 53 players signed to contracts by MLB organizations since beginning operations in 2016. 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 started Game 2 of the 2019 ALDS for the Twins against the New York Yankees. At this time, 7 former USPBL players have made it all the way up to a Major League roster (with the Baltimore Orioles, Cincinnati Reds, Colorado Rockies, Houston Astros, Milwaukee Brewers, Minnesota Twins, and Oakland A's).

The United States Professional Baseball League offers a robust internship program for college students. 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. Office of the USPBL President
    a. Internships available for both Winter Semester and Summer.
    b. Work opportunities include:
        i. Assisting with overall business operations for the league at the Front Office headquarters.
        ii. Assisting with game day and ballpark operations at UWM Field.
        iii. Conducting research and analyzing data for further business development.



2. Stadium Operations / Event Staff
    a. Summer Internships available.
    b. Work opportunities include:
        i. Assisting with stadium operations.
        ii. Assisting with game day operations at UWM Field.

3. Baseball Operations
    a. Summer Internships available.
    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.

4. Tickets, Groups 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
        v. Hospitality Services

5. Box Office
    a. Summer Internships available.
    b. Work opportunities include:
        i. Serve and interact with customers, season ticket holders, and suite holders on a regular basis to help resolve issues and questions.
        ii. Process ticket exchanges in accordance with the USPBL ticket exchange program.
        iii. Assist in contract fulfillment for sponsor accounts to ensure all ticket requirements are met.
        iv. Collaborate with marketing department to analyze promotions and advertising material.
        v. Obtain general knowledge of TicketReturn software system with training.
        vi. Fulfill donation requests from outside groups and charities.
        vii. Assist the Director with day-to-day operations and game day operations.
        viii. Supervise game day staff (Ticket Takers, Ticket Sellers, & Guest Services).
        ix. Oversee schedule for game day staff.
        xi. Manage Will Call.
        xii. Other duties as assigned.

6. Corporate Sponsorship
    a. Summer Internships available.
    b. Work opportunities include:
        i. Setup Kiosk tables for corporate partners and take pictures during game days.
        ii. Work with the Director of Corporate Partnership Services on Annual Reports and Proposals.

iii. Work with the Director of Corporate Partnership Services to make sure corporate partners are happy in their Suites and Group Outings.
iv. Work closely with the Marketing team to help with sponsorship fulfillment.
v. Work with the Broadcast team to make sure sponsorships are being completed.
vi. Follow the game day scripts/rundowns from both the Marketing and Broadcast teams to make sure corporate partners are being recognized, take pictures/screenshots during the game for each sponsor.
vii. Work with the Marketing Team during game day events that are sponsored related.
viii. Work with the Director of Corporate Partnership Services and the Marketing Team on sponsored social media posts.

7. Broadcasting
    a. Summer Internships available.
    b. Work opportunities include:
        i. Setup and operate video cameras for the Live Broadcast on the USPBL Network.
        ii. Write the script/rundown for each game that will be broadcast on the USPBL Network.
        iii. Operate the graphics computer to keep score during the broadcast.
        iv. Work with the Marketing staff to make sure the broadcast graphics are the same as the game day graphics.
        v. Work closely with the corporate partnership team to help with sponsorship fulfillment.
        vi. Work with three broadcast professionals per game, director, cameraman and announcer to gain experience.

8. Marketing, Advertising and Public Relations
    a. Summer Internships available.
    b. Work opportunities include:
        i. Creating marketing and advertising campaigns to promote the Summer 2024 season.
        ii. Writing content for USPBL social media and website.
        iii. Aid in designing social media, game day and promotional graphics.
        iv. Assisting with game notes and recaps.
        v. Maintaining the USPBL website.
        vi. Working closely with partnership team to help with sponsorship fulfillment.
        vii. Marketing projects as directed by the Vice President of Marketing.

9. Social Media
    a. Work with the Social Media Manager to execute social media campaigns for the USPBL.
    b. Assist with developing and capturing content for social media.
    c. Assist with developing social media campaigns and schedules.

10. Community Relations
    a. Internships available for both Winter Semester and Summer.
    b. Work opportunities include:
        i. Assisting the Community Relations Coordinator in executing all USPBL Community Relation initiatives.
        ii. Creating and executing marketing strategies for the Community Relations programs, including the Kids Club and the USPBL Reading Program.
        iii. Assisting with the execution of the USPBL Reading Program.

iv. Initiating outreach efforts to local schools in the community alongside the Community Relations Coordinator.
v. Working with local nonprofits to provide donations for fundraising initiatives.
vi. Coordinating USPBL mascot appearances.
vii. Managing the USPBL Kids Club.
viii. Creating and executing marketing strategies for the USPBL Kids Club and Community Relations programs.

11. Fan Engagement and Promotion
    a. Summer Internships available.
    b. Work opportunities include:
        i. Executing game day marketing promotions.
        ii. Coordinating all on field activities and presentations
        iii. Assisting with the creation of new and creative game day experiences for fans
        iv. USPBL mascot appearances
        v. Learning audio, video, and production skills essential to operating a game.
        vi. Creating and posting game day social media content.
        vii. Working closely with partnership team to assist with sponsorship fulfillment.
        viii. Providing excitement and a memorable experience to USPBL fans.
        ix. Involvement in all aspects of a sports marketing department as it relates to game days.

12. Entertainment
    a. Internships available for both Winter Semester and Summer.
    b. Work opportunities include:
        i. Supporting all aspects of USPBL player involvement with pre, post, and in-game entertainment.
        ii. Supporting all aspects of the USPBL dance team.
        iii. Assisting with scheduling.
        iv. Acting as communication liaison between USPBL dancers and the Dance Team Director.
        v. Point of contact on game days between USPBL coaches, USPBL dance team and game day producer.
        v. Providing new and creative game day entertainment ideas.
        vi. Working with all gameday entertainment (bands, magician, Fairytale Entertainment characters, etc.).

13. Graphic Design
    a. Internships available for both Winter Semester and Summer.
    b. Work opportunities include:
        i. Working in a fast-paced, deadline-driven environment for a professional sports organization.
        ii. Collaborating on designs for game-day graphics, marketing collateral, advertising, and social media for the USPBL.
        iii. Building their professional portfolio.

14. Photography
    a. Summer Internships available.
    b. Work opportunities include:
        i. Capturing photography for a live sporting event for us in marketing, advertising, and social media for the USPBL.
        ii. Building their professional portfolio.

15. Videography
    a. Summer Internships available.
    b. Work opportunities include:
        i. Capturing game footage, fan experience, promotions, and other shots as assigned for the USPBL and other private events held at UWM Field.
        ii. Store and sort footage in an organized way.
        iii. Assist with creating social media content for the league.
        iv. Assist with creating content for the videoboard during USPBL games.

16. Merchandise
    a. Summer Internships available.
    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.

17. Culinary Management and Hospitality
    a. Summer Internships available.
    b. Work opportunities include:
        i. Assisting with development of overall food and beverage plan at UWM Field.
        ii. Assisting with food and beverage merchandising, sales, and operations at UWM Field.

18. Finance & Accounting
    a. Summer Internships available.
    b. Work opportunities include:
        i. Assisting with game day cash operations at UWM Field
        ii. Assisting with finance department tasks at the USPBL headquarters, such as Accounts Payable, Accounts Receivable, game day reports and analysis.

Requirements:

- All interns must be enrolled in college or applicable trade school.
- 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 States 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.