Summer Internship Program

The Octagon Experience 2012
About Our Company

Octagon is the world’s largest sponsorship consulting practice and a pioneer in athlete and personality representation and management. With more than 800 employees globally, Octagon manages and influences 3 billion dollars worth of annual worldwide sponsorship fees and branded entertainment initiatives. We work with hundreds of blue-chip corporate clients, more than 800 Athletes & Personalities clients, and manage more than 5,000 events per year. Leading stakeholders in the sports and entertainment world continue to look to Octagon to provide leadership in understanding fans’ passions and how these insights can build more effective, efficient and measureable marketing programs. For more information, please visit www.octagon.com.
The Octagon Experience is a 10-week undergraduate internship program within the Athletes & Personalities Division that will introduce you to the world of sports and entertainment marketing in many different capacities. It is a full-time, fully-involved, “learn by doing” internship program for the passionate, creative and focused individuals pursuing a career in sports and entertainment. The program is limited in size to maximize industry exposure for each participant, providing for a unique summer work experience. **In order to be considered for the unpaid internship, you must be able to receive undergraduate academic credit.** Please check with your school before you apply to be certain that we can consider you.

We seek talented and driven applicants to fill internship positions in different departments, assisting in a wide range of projects and activities. We are looking for interns with diverse backgrounds and encourage applications from students who are pursuing degrees in areas such as:

- Business
- Communication
- Digital Media
- Event Management
- Finance
- Hospitality
- Journalism
- Marketing
- Public Relations
- Sports Management/Marketing

Throughout the summer program we line up events to enrich our interns’ learning experience, such as a weekly speaker series where we invite internal and external sports industry subject matter experts to share their experiences. In addition, students will be assigned to work with a specific department. To help interns gain exposure to the different areas within the Athletes and Personalities Division we divide them into teams and ask each team to work on a couple of business projects. At the conclusion of the project, the teams will present their solutions/proposals to our employees, and get feedback on their work.

In 2012, the internship program will run from **June 4th to August 10th** at a variety of office locations. The majority of our interns will be placed in the main office of the Athlete and Personalities Division in McLean, VA. In addition, we offer Octagon Experience positions in our NYC, Los Angeles, Portland and Richmond offices (see table below). We do not guarantee placement in a specific division for interns applying at the NYC and McLean office location.

Octagon also offers the Octagon Experience Scholarship that will provide financial assistance to one out-of-town student in need. This scholarship will help to pay for transportation, housing and living expenses during the internship.
Octagon’s Athlete & Property Marketing is a centralized team that focuses on the research, planning and execution of strategic sales and marketing programs. These integrated programs are crafted for the agency’s athletes, personalities, events and specialty properties.

The Athlete & Property Marketing intern will be involved in market research, creation and execution of outbound sales efforts, and the development of marketing materials for the athletes, personalities, events and properties that Octagon represents. The internship will provide exposure to the process of developing athlete endorsements, event sponsorships, speaking appearances and other marketing initiatives across a variety of sports and properties.
Octagon Basketball is one of the industry leaders in talent representation for NBA players. Our history as an agency is rooted in basketball and our commitment to personal attention and client service is the hallmark of our firm. Whether it is managing the careers of NBA legends like Moses Malone and David Robinson, to current stars like Rudy Gay, David West, Jimmer Fredette, and Stephen Curry, Octagon Basketball’s expertise and success has spanned decades both in the NBA and internationally.

The Basketball intern will work closely with our agents to conduct market research as it pertains to contract negotiation, compile statistical information and scouting reports, assist with recruiting prospective clients, as well as creating original marketing tools for existing clients. Interns will have the ability to both observe and assist in the negotiation of contracts for NBA players as well as our international clients. Interns will also get the chance to see what goes on behind the scenes by assisting in the day-to-day activities of a basketball agent.

Client Financial Services provides financial planning to professional athletes. We advise athletes in all sports and at every level, from retired NBA legends, to active superstars, to the emerging talent of the future. Our seasoned staff of CPA’s and CFP’s has built a business around managing the financial needs of the professional athlete who faces unique, complex financial issues that require experience and expertise.

The Client Financial Services intern will gain an insightful look into the importance of financial planning. Throughout the course of the internship, the intern will assist with developing reports for clients to inform them of their financial situation, become familiar with player contracts and observe the day-to-day operations of wire requests and bill payments.
Divisions

DIGITAL MEDIA – Mclean (VA)

Octagon Digital partners with leading technology companies and online sports publishers to provide both back and front end solutions using in-house developed technology. Octagon Digital also utilizes Octagon’s deep ties in the sports industry to sell online advertising inventory on third party, sports-focused sites and provides analysis and implementation of strategic digital partnerships and equity investments.

The Digital Media intern will work with our successful digital team on providing breaking news sports content for our Sports Illustrated Tracking Blog (tracking.si.com), and will help develop and grow our Twitter based technologies. He or she will be directly involved with the day-to-day operation of Twackle and other digital properties, and have the opportunity to participate in business development discussions.

ENTERTAINMENT PR/MARKETING/CELEBRITY CONSULTING (FIRST CALL) – New York (NY), Los Angeles (CA)

First Call specializes in assessing the value of celebrity talent for brands, marketing agencies and non-profit associations. Our First Call team is responsible for crafting ways to leverage talent (including actors, musicians, athletes, chefs and more) in a marketing campaign, handling the negotiation from start-to-finish and ultimately, activating the program. The work spans public relations programs, endorsements, advertising campaigns, social media, hospitality, promotions/sweepstakes, online video vignettes, meet-and-greet appearances, corporate speaking and private entertainment. Our process includes: understanding program objectives; recommending talent based on relevance, timing and budget; negotiating all agreements; and managing celebrity activation.

The First Call intern will gain exposure as to how corporations and brands utilize celebrities in their endorsement activities. The intern will assist with celebrity research, write marketing/business-focused blogs, create celebrity bios, input research into and extract information from our proprietary celebrity database, research talent for various projects and proposals, contribute to our monthly newsletter and learn about the world of celebrity endorsements.
FOOTBALL – McLean (VA)
www.octagonfootball.com/

Octagon Football is an industry leader in talent representation for NFL athletes. We are a full service agency handling all aspects of an NFL athletes career including contract negotiation, marketing, public relations, and charitable development. Our commitment to personal attention and assisting our clients to achieve greatness is what we are known for. With approximately 60 clients currently in the NFL including Justin Tuck, LaMarr Woodley, Patrick Chung, Shonn Greene and Marshawn Lynch, Octagon Football’s expertise, success and reputation within the NFL is well established.

The Football intern will work closely with our group to conduct market research as it pertains to contract negotiation, recruiting, marketing, event planning and charitable development and gain insight into the intricacies of what a full service agency really is.

PUBLIC RELATIONS – McLean (VA)
www.octagon.com/AthletesPersonalities/13

Octagon’s main objective in public relations is to build and maintain a favorable brand image for our clients, agents and the agency as a whole. Octagon believes that building a strong public image for each of our clients is a critical part of their career development, both on and off the field, court, ice or stage. Octagon builds and maintains strong relationships with countless media outlets both domestically and internationally.

The Public Relations Intern will work closely with our Director of Communications and have the opportunity to draft and edit press releases, develop client pitches, update athlete and executive bios, write company newsletters and gain valuable insight into the rapidly changing world of sports public relations. Solid writing and communication skills are a must for this fast paced, engaging position.
OLYMPIC ACTION SPORTS – Portland (ME), Richmond (VA)
www.octagonoly.com

Octagon has been at the forefront of Olympic & Action Sports from the early days of representing snowboarders to the first time swimmers were allowed to accept sponsorship money. With support from the company’s global resources, this division maintains a dedicated team of employees who concentrate solely on the Olympic and Action Sports space. This experienced team is constantly evolving to develop marketing strategies and platforms for its clients in a new and rapidly-changing sports business landscape.

The Olympics & Action Sports intern will gain hands on experience in every aspect of the department. He or she will work closely with our agents and client service managers, sponsors, events and more. He or she will learn about contact negotiation, participate in conference calls and coordinate PR and Media requests. The intern will also assist coordinating itineraries, photo shoots and travel arrangements for our clients.

TENNIS – McLean (VA)
www.octagonitennis.com

Octagon Tennis is committed to the full service representation of our clients, starting with junior development and continuing through sustained and successful professional careers to an active and prosperous retirement. Octagon also owns and manages many important ATP and WTA events. This division’s passion is channeled through the team’s hard work and dedication in helping their clients formulate their professional aspirations, plan their career paths and achieve their goals.

The Tennis intern will work day-to-day with our Tennis team, participate in the creative process of developing marketing strategies for our clients, set-up or enhance our client’s digital media space, conduct market research, track player results, update marketing material, assist in client servicing and support our global division. In addition, the intern in this department will be an integral part of our preparation for the U.S. Open.
## Divisions

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What are interns saying?

“I have really enjoyed the Speaker Series – it was a great opportunity to see the different avenues the sports industry has to offer. I also got to see this while working in the Basketball division where I was able to interact with agents and see the day-to-day activities that went along with the job.”
– Zach, Basketball Division

“My work is different every day. Not one day is like the one before it, and the tasks I complete are, like sports, new and changing. Also, I enjoy interacting with so many unique individuals that have such different backgrounds to my own. The opportunities here are endless so long as you are willing to seek them out!”
– Brian, Athlete & Property Marketing

“The Octagon Experience internship program is incredibly well run and the organization gets interns involved seamlessly. Octagon entrusts interns to contribute to very significant projects and there are opportunities to gain experience in a variety of interesting areas. Interns at Octagon get a complete, unrestricted view of the sports industry and all of the staff members are open to answer questions or provide career advice. “
– Melcolm, Basketball Division

“I have enjoyed how open Octagon is to its interns. I have been able to talk to individuals from all levels of the company and it has been such a fun and inspiring journey. With their guidance I have been able to navigate my way not only through the past 10 weeks, but also figure out how I want to proceed down the road. Working in Olympic and Action Sports has been a dream come true, and this division has given me a real opportunity to see all of what they do, which is exactly what I wanted and needed from this program.”
– Mya, Olympic & Action Sports
Octagon Experience – Application Process

At Octagon, we thrive on excellence, creativity and innovation. We are looking for out-of-the box thinkers ready to learn and willing to work hard. If you think you are up for the challenge, we encourage you to apply for the Octagon Experience. **We will accept applications until Thursday, January 26, 2012.** In order to be considered for the unpaid internship, you must be able to receive undergraduate academic credit. All finalists will be required to submit proof of credit from their school, so please check with your school before you apply.

For consideration, we ask applicants to submit the following:

1) Completed Application Form*
2) Resume
3) Application Essay: Tell us about a recent sports or entertainment marketing business deal such as an endorsement deal or advertising/social media campaign. What is your take on it? Briefly (500 words or less) analyze the business deal/event and tell us if it was successful or not and why.

*You may retrieve our application form on our website at [www.octagon.com](http://www.octagon.com) under Join our Team/Octagon Experience or request it by sending an email to: octagonexperience@octagon.com.

Incomplete applications will not be considered for the program. You will receive a confirmation email when your application material has been received. All complete applications will be reviewed by the Octagon Experience Committee. The top candidates will be notified and invited to participate in interviews on the phone, at Octagon’s offices, or via Skype. Finalists will have the opportunity to apply for the Octagon Experience Scholarship that will provide financial assistance to one out-of-town student in need to help pay for transportation, housing and living expenses.

We accept applications via email octagonexperience@octagon.com, or you may mail them to:
The Octagon Experience
1751 Pinnacle Drive, Suite 1500
McLean, VA 22102

Octagon is an Equal Opportunity Employer. EEO/AA.M/F/D/V.