



2020 INTERNSHIP PROGRAM

Traverse City Horse Shows, LLC (TCHS) is an equestrian event company that produces top-level hunter-jumper events at Flintfields Park in Williamsburg, MI, located just outside Traverse City.

Now in its sixth year, the Great Lakes Equestrian Festival presented by CaptiveOne Advisors runs six weeks from July 1 to August 9, and features FEI and nationally rated hunter/jumper competitions. The weekly schedule offers classes and classics for children, juniors, amateur and professional riders. The festival also holds classes for young horses, professional hunter derbies, open jumper classes and the premier Grand Prix held each Sunday. In 2019, the event welcome competitors from 41 states and nine countries.

TCHS is adding a new event in June, the Traverse City Spring Horse Shows, which will also offer FEI and Nationally recognized hunter-jumper competition. The event will take place June 10 – 21, 2020. With these new weeks, TCHS will offer a total of eight weeks of FEI competition this summer with the goal to expand to ten weeks in 2021.

TCHS is led by the Morrissey Management Group, LLC (MMG). Members of MMG have over four decades have produced some of the US's top equestrian events, including the American Invitational, the American Gold Cup, the Charlotte Jumper Classic, FEI World Cup Finals, Lake Placid Horse Show Series, the National Horse Show, New Albany Classic, the Winter Equestrian Festival and more.

TCHS is currently seeking internship candidates who are interested in learning more about event sponsorship and marketing. Interns will also gain valuable professional experience and will learn about all aspects of our business including event logistics, horse show management, operations, hospitality and communications.

Intern candidates should be friendly, motivated and hardworking with strong writing, project management and organizational skills. Interns will need to work well under pressure and possess excellent communication and customer service skills. An understanding and familiarity with the hunter-jumper world is a plus.

Winter/Spring Internship: Dates flexible

Sponsorship

- Assist with sponsorship sales and fulfillment, including prospecting and the creation of proposals and contracts
- Assist with the development of ticket sales and community programs for the upcoming summer
- Assist with other projects and tasks as assigned
- Interns will work remotely with frequent communication and guidance from TCHS staff

Summer Internship: June 1 – August 15

Event Management & Operations

- Assist the Event Director with all functions of event and venue management
- Assist with staffing, scheduling and some human resource tasks
- Assist with venue management, including any special set-ups needed during the event
- Assist with Vendor Relations during the event

- Assist with event presentation and production with the goal of providing a major league sport and entertainment event for spectators each Sunday
- Assist with housing and car rentals for staff and officials
- Other projects as assigned

Sponsorship & Hospitality

- Assist with sponsorship sales and fulfillment, including the on-site activation and coordination of benefits for all our partners
- Management of our hospitality areas, including the VIP Club, Riders Lounge, etc.
- Help plan and execute events and activities, including concerts, family fun-days, ice cream socials, wine tastings and other special promotions throughout the Festival
- Help with other projects and tasks as assigned
- Other projects as assigned

Marketing & Communications

- Assist with all marketing & communication efforts including press releases, newsletters, social media, email blasts
- Liaison with event photographers and organize photo library
- Coordinate with sponsorship to ensure that all sponsor obligations are related to marketing and communication assets are executed
- Help write weekly newsletter during the event
- Write editorial for Official Program
- Manage talking points and material for the Live Stream commentators for each broadcast
- Assist with facilitating media requests
- Other projects as assigned

Community Relations & Event Presentation

- Assist with Community Partner Program
- Assist with Ticket Fundraising Program
- Assist with ticket sales and management for Sunday's Grand Prix
- Help coordinate Promotional Schedule and activations for each Sunday's Grand Prix
- Other projects as assigned

All interns should be willing to work some long days and weekends. They should also be comfortable on their feet for long periods of time and may be asked to help with lifting and set-up at the venue.

Interested candidates should send their cover letter and resume to Nicky Meyer at nicky@mmg.managment.