

ATLANTA MOTOR SPEEDWAY INTERNSHIP OUTLINE

I. **The Program** The Atlanta Motor Speedway internship program is designed to give college students hands-on training in their field of interest. The program provides real-life experience in many different aspects of the marketing and promotion of auto racing events. It is an unpaid internship, and a successful internship will not necessarily translate into permanent employment; however, interns are given at least the same consideration as other candidates when job opportunities arise.

II. **Expectations**

- A. All interns will be treated as regular company employees. They are to report to work on time each day and stay until closing (9 a.m. to 5 p.m.). They are expected to dress professionally (business casual: no shorts, short skirts or halter tops – use common sense). They are expected to take a lunch break each day of no more than one hour. As with any job, interns are expected to call if they will be late, absent, or leaving early on any given day.
- B. All interns will report to their manager, the AMS employee who hired them. Their primary responsibilities will be to that manager; however, interns will be expected to help out wherever needed.
- C. Interns are expected to handle themselves professionally at all times. That is especially true during race weekends, when the temptations – and pressures – increase. Employees and interns alike are forbidden to ask for autographs, photos or merchandise from any driver, car owner or crew chief. Doing so is grounds for firing.

Internship Qualifications: College Level Student

B.A., B.S. or majoring in mass communications, journalism, communications, marketing, public relations or related field.

For More Information:

www.atlantamotorspeedway.com
sheenav@atlantamotorspeedway.com
(770) 946-3950

II. Overview of Duties – Internships may include the following duties, depending on area of interest:

- a. Assist in day-to-day operations. This may involve making phone calls, faxing, returning phone calls, organizing, filing, cutting clips, odd jobs, compiling statistics, and working with advertising agencies, industry contacts and media partners.
- b. Community outreach. Visit area businesses and create promotional partnerships/relationships to help promote AMS and its events. Also schedule and execute promotional pace car appearances in community.
- c. Miscellaneous duties, perhaps including during events. May be helping out in the media center, working in credentials, working in the press box, doing pit notes, clipping news articles from newspapers, writing press releases, interviewing drivers, writing stories for the website, etc.
- d. Promotional duties. Assist promotions manager in scheduling and executing promotions. Help distribute race event brochures and coupons to local businesses and visitor centers.
- e. Legends racing (summer). Help plan and execute concourse activities for Legends racing. Prepare concourse for Legends (set up all banners, signs, play areas, games, etc.). Distribute flyers and coupons. Assist in acquiring giveaways for concourse.
- f. Media relations. Help write race event releases, stats, notes and features. Help with updating media guides. Keep clip file up to date. Help plan and execute media events. Brainstorm and research for interesting, off-beat notes to be used at race times. Send out media guides to those requesting general track information. Help keep media guides current. Maintain archives of trade publications
- g. Fan Mail. Keep up to date on answering all fan mail requests, including sending out race brochures, or sending applications to interested candidates.

Atlanta Motor Speedway Marketing & Promotions Department Internship Application

Name: _____ Address: _____

Phone: _____ E-mail _____
Address: _____ School / Year in
School / Major: _____

References (at least three – name & phone #): _____

When will you be able to begin an internship? (potential start date): _____ How long
will you be able to intern? (potential end date): _____ What are your
interests and hobbies? _____

Why do you want to intern at Atlanta Motor Speedway? _____

Please return completed application, along with resume, cover letter, a copy of your driver's license and complete one of the following projects according to your area of interest.

Promotions: An idea for one promotion to promote any event at AMS that can be carried out on a small budget. *Public Relations:* Write a press release about any major event at AMS.

Please mail your application to: Marketing & Promotion Dept. C/o Internship Coordinator Atlanta Motor Speedway P.O. Box 500 Hampton, GA 30228