



College Internship Program

Who We Are

Eastern Sport Management (ESM) Company is a private corporation specializing in the management and operations of recreational sport facilities. We offer numerous sports options for both youth and adults, in addition to birthday party and event hosting. Our current locations and facilities include:

Virginia Beach Field House – At 175,000 square feet, it is the largest ESM indoor sports facility located in Virginia Beach Virginia. On the ground floor, we operate four indoor synthetic turf fields (90' x 180'), eight regulation volleyball courts, and four regulation basketball courts, as well as a full food court with concessions. Upstairs are two smaller turf fields (45' x 90'), party rooms, a children's playground and an arcade.

Our party rooms enable us to host a wide variety of special events. Events such as birthday and team parties take place at the Field House on a weekly basis. However, because of the size of our facility, we can also accommodate larger events, such as graduation parties and corporate events.

We offer leagues in indoor soccer, basketball, volleyball, flag football, baseball, softball, lacrosse, and field hockey during all five seasons throughout the year. Each of the seasons lasts approximately 8 weeks. We also offer social sports, such as dodgeball, kickball and whiffle ball. In addition to our own leagues and programs, we also open our facility to vendor tournaments, camps and clinics.

Fredericksburg Field House – This is our premier 75,000-square-foot indoor/outdoor facility located in Fredericksburg Virginia. It houses 4 indoor synthetic turf fields; 1 large (82' x 175'), 1 medium (92' x 92'), and 2 small (40' x 100). In 2012, an outdoor synthetic turf field (120' x 80') was built. Our facility also has a concessions area and 3 party rooms.

We offer leagues in soccer, volleyball, flag football, lacrosse, field hockey, quickball and dodgeball during 5 seasons throughout the year, each season lasting around 8 weeks. In



addition, we hold special events throughout the year, such as Dog Shows, Benefit Concerts, and Tournaments.

United Sports – The most recent facility added to ESM comprising a 127,000-square-foot indoor center and a 60-acre outdoor complex located in the heart of Chester County, Pennsylvania. Indoors are two turf fields (85' x 180' and 80' x 180'), sport court rink (65' x 165'), eight volleyball courts, four basketball courts, 30' rock climbing wall, meeting/party rooms, and a concessions area. Outdoors are 2 lighted synthetic turf fields, 9 grass fields, 18-hole mini golf course, and a vending area.

The facility is a transformed historic airport providing a multitude of sports for high quality instruction, leagues, camps, clinics and tournaments. We offer leagues in soccer, basketball, volleyball, football, baseball, softball, lacrosse, and hockey (field, dek, and inline), pickleball, and tae kwon do.

On a regular basis, United Sports attracts participants and spectators from a 60-mile to 60-minute radius. Centrally located, United Sports is convenient to people nearby, neighboring states (Maryland, Delaware, New Jersey). United Sports has become the central hub for regional tournaments, team training, and excellent programming.

Our Mission

Eastern Sport Management is grounded in three core concepts. These concepts are captured in the facility mission statement and are the foundation on which we operate the organization

1. To provide the most complete guest service experience in the local area and in the sports facility industry. We refer to people only as our guests, never customers, because the facility is our home, and we only invite guests into our home
2. We operate, facilitate and supervise sports leagues. This is our area of expertise. Our leagues are well organized, scheduled properly, have all necessary personnel and equipment, and allow our guests to enjoy the games, concerning themselves only with having fun.



3. We increase sales for our sponsors. We view our sponsors as employers and treat their business as if it were our own. Being responsible for our sponsor's business leads to exciting and creative ways to sell more products for them.

The Internship Program

Most students will complete a 400-hour internship to satisfy graduation requirements. This equates to 40 hours per week for 10 weeks. Some students will need to stay longer and some will have shorter practicum requirements with less time commitment. These cases will be addressed individually. We do not require a set intern schedule, but will be flexible to accommodate any individual requirements. We offer five areas of specialization: Sports Manager, Marketing and Sponsorships, Business Administration, Food & Beverage and Youth Services. These areas include daily tasks, projects and routine assignments. In addition to specific tasks, interns may be required to help out during special events and additional projects that are not related to their specific area. Below is a brief description of each position:

Sports Manager – Students work directly with an assigned sports director. These managers are responsible for the promotion and operation of all sports leagues, camps, clinics, tournaments, and other special events. They are immersed in the scheduling, execution, and management of these programs.

Marketing/Sponsorship Sales – Interns work alongside the marketing director to allocate marketing dollars for different media outlets, develop advertisements, identify potential sponsors, negotiate sponsorships, special event management, and more.

Business Administration – Students learn the administrative details of a sports business, including human resources (staff recruiting, hiring, firing, records, etc.), payroll, profit and loss reports and analysis, guest management, and inter-office communications.

Food and Beverage – Interns work with the Food and Beverage Manager to ensure that the department runs smoothly. Tasks include helping with inventory, daily operations, and special event catering and party preparations. Concessions account for over 20% of the facility budget and is vital to the success of the organization.

Youth Services – Interns work with the Youth Services director to plan and execute youth programs and camps. Assist in party scheduling, preparations and execution.



The ESM internship program provides hands-on training, real experience, and mentoring opportunities. Interns develop skills, make connections, strengthen their resumes and references, learn about a field, and assess their interest and abilities. Interns use their novel perspectives, fresh ideas, and specialized strengths and skill sets to aid in the company's continued success, customer relations, and problems solving resolutions.

Program Training

In addition to each specific position, every intern is trained in several departments of the organization. We require training in these areas so that students can easily understand organizational procedures, as well as make acculturation easier. The areas that students are exposed to include: Facility Management, Front Desk (Guest Service and Sales), and Field Marshaling, Food and Beverage and Youth Services

Below are some of the experiences that students are exposed to:

Front Desk (Guest Service & Sales) – Interns will see the front desk operations. The front desk acts as the communication center for all of our guests; it is a crucial component in all guest service operations and the front line of our business. Responsibilities include guest relations, assisting in league registrations and rental bookings, providing information to our guests, managing the computer system, and proper telephone etiquette.

Facility Management – Students will see the maintenance and cleaning of the property and how a 75,000 - 175,000 square-foot building is maintained on a daily basis. In these state-of-the-art facilities, students will be exposed to high tech audio/visual components, state-of-the-art HVAC systems, and complex security systems.

Field Marshaling – Interns will have the opportunity to be the eyes and ears of the sports leagues. The field marshals patrol the courts and fields, sign guests in at the games and pose as authoritative representatives of the facility. The responsibility of the field marshals is important to the running of the leagues, tournaments etc.

Youth Services – Students will work in Little Kickers, a program for our younger guests that focuses on helping children build strong physical, intellectual and emotional skills that will help them be successful on and off the soccer field. Additional experiences



include special event management (i.e. birthday parties and camps), and supervision and maintenance of our indoor playground.

Food and Beverage – Interns will experience the operation of our food and beverage department where they will be further exposed to guest service, as well as to logistical operations, such as ordering, preparation, and inventory management.

Our Partnership with Colleges and Universities

The Eastern Sports Management Internship Program trace the success of the organization back to the many interns we have had over the years. Therefore, we welcome students and support our interns in any way possible. We will comply with all of the processes and procedures required by your institution. We will maintain an open line of communication to make this the best internship experience for your students.

Gratitude

Thank you for considering our program. Our goal is to be a true partner with your school, and help you provide your students with the most positive experience possible. We are currently accepting resumes and are looking to fill these positions immediately. We can house students from out of town. If you have any questions or comments as well as resumes please contact

Courtney Davis: cdavis@beachfieldhouse.com (Virginia Beach Field House)

Chris Tierney: christierney@fredfieldhouse.com (Fredericksburg Field House)

Andy Ballard: aballard@unitedsports.net (United Sports)

Please note when you will be available for your internship.

Thank you.