



College Internship Program

Who We Are

The Virginia Beach Field House, at 175,000 square feet, is one of the largest indoor sports facilities in the world. We offer a plethora of sports options for both youth and adults. On the ground floor we operate 4 indoor synthetic turf fields (90' x 180'), 8 regulation volleyball courts, and 4 regulation basketball courts, as well as a full food court with concessions. Upstairs are 2 additional turf fields (45' x 90'), party rooms, a children's playground and an arcade. There are 40 flat screen TV's providing entertainment throughout the building.

We offer leagues in soccer, basketball, volleyball, flag football, baseball, softball, lacrosse, field hockey and dodgeball during 5 seasons throughout the year, each season lasting approximately 8 weeks.

The Virginia Beach Field House is grounded in 3 core concepts, which we consider our mission.

1. To provide the most complete guest service experience in Hampton Roads and in the sports facility industry. We refer to people only as our guests, never customers, because the Field House 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; however, the majority of students will follow the 10 week model.

Students are assigned to 3 areas of specialization: League Operations (Sport Managers), Marketing and Sponsorships, and Business Administration. There are also several areas of the business that each intern will be exposed to, but will not be the focus of their internship: Food & Beverage, Property



Management, Front Desk (Ticket Sales), and Youth Services. In addition to their daily activities, interns are given projects in their areas of interest. Projects vary in nature, but could include: commercial production (using Chy TV, the same program ESPN uses for Sportscenter), social media promotions, special event management, website direction, and more. Below is a brief description of each position:

Sports Managers -- Students will work directly with an assigned sports manager. These managers are responsible for the promotion and operation of all sports leagues, camps, clinics, tournaments, and other special events. Sports include soccer, flag football, volleyball, basketball, field hockey, lacrosse, dodgeball, kickball and more. They will be immersed in the scheduling, execution, and management of these programs.

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

Marketing/Sponsorship Sales -- Students will work alongside the Manager developing and executing marketing strategies, allocating marketing dollars for different media outlets, developing advertisements, identifying potential sponsors, negotiating sponsorships, business retention, special event management, and more.

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

General Manager – Students will be chosen to shadow the manager, gaining experience in sales, media and public relations, facility ownership, and employee training. They will see the necessary task of operating a business, including profit & loss, staff scheduling, and business execution.

Youth Services – Students will work in our Sports Stars Academy, a program for our younger guests that teaches physical development and individual youth sports training. Experiences include special event management (ex. birthday parties), and supervision and maintenance of our indoor playground.

Front Desk (ticket sales) – Interns will see the front desk operations – a crucial component in all guest service operations and the front line of our business. Responsibilities include guest relations, assisting in league registrations, managing the computer system, and proper telephone etiquette.

Food and Beverage – Students will see the operation of our food and beverage facility where they will earn further exposure to guest service, as well as logistical operations such as ordering and inventory management. Concessions accounts for over 20% of the facility budget and is vital to our success.



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

Our Partnership with Colleges and Universities

The Virginia Beach Field House 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. Know that our goal is to be a true partner with your school, and help you provide your students with the most proactive experience possible. We are looking for interns immediately. Out of town students will be housed by us. Please contact aballard@beachfieldhouse.com with comments or ideas as well as resumes. Please note when you will be available for your internship.

Thank you.