



# 2020/2021 INTERNSHIP PROGRAM

Hi, it's nice to meet you!

Are you a hardworking, collaborative, and self-motivated individual passionate about horses and horse-people?

Desert International Horse Park (DIHP) is a premier equestrian event company based in Thermal, CA. DIHP operates from the end of October through mid-March and features both FEI and nationally rated hunter/jumper and dressage competitions. In the major Fall and Winter circuits, the desert becomes home for over 2,000 horses each week and offers over \$3.5 million in prize money. DIHP is proud to cater to professionals and junior/amateur riders alike, leading the industry in offering lower level highlight classes like the DIHP Adult Equitation Challenge and 2'6-2'9" Child/Adult Hunter Derby.

DIHP 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. There are both paid and unpaid positions available depending on experience and housing is included regardless.

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.

**FALL INTERNSHIP:** October 26 - November 8

## *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 and press releases during the event
- Help interview and transcribe interview audio
- Manage talking points and material for the Live Stream commentators for each broadcast
- Assist with facilitating media requests
- 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 and other special promotions throughout the series
- Help with other projects and tasks as assigned
- Other projects as assigned

**WINTER INTERNSHIP:** January 15 - February 14, February 22 - March 21

*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 and press releases during the event
- Help interview and transcribe interview audio
- Manage talking points and material for the Live Stream commentators for each broadcast
- Assist with facilitating media requests
- 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 and other special promotions throughout the series
- Help with other projects and tasks as assigned
- 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, resume, and availability to Emily Kerr, Director of Marketing at [emily@deserthorsepark.com](mailto:emily@deserthorsepark.com).