

# E C C C

## SUMMER 2002 OPPORTUNITY

Contact: Mark Abramson, (617) 718-1742, mark@eccc-info.com

The Eastern Collegiate Cycling Conference (ECCC) is seeking two to three interns for the summer of 2002.

General Description: The ECCC is seeking to develop and expand cycling clubs at colleges and universities in the Northeast. It is imperative to create infrastructure and "institutional memory" for the conference to improve the quality of existing teams, events, and competition. One of the motivating goals of the NCCA as a whole is to keep collegiate cycling as inexpensive as possible for students. Thus, locating funds for conference expenses and event promotion is of paramount importance. And marketing the ECCC and collegiate cycling to past and present schools will build the conference, one member at a time.

Instead of a summer spent at the Xerox machine, these internships empower the intern to expand and build their programs without constraint. You will be responsible for all aspects of the projects as you work towards clearly articulated goals. Help is always available to establish long-range and milestone goals, to answer specific questions, or simply to provide an introduction to members of industry.

The internships will be based in the Boston area. Summers in Boston feature abundant group rides, training races almost every day of the week, and a full season of races and social events all summer long. Following the tradition of the ECCC and NCCA, these are unpaid internships, but each gives you the opportunity to improve the quality of the ECCC for hundreds of your conference-mates!

### **Position One: Director of Marketing**

Racing in the ECCC and NCCA is a fantastic experience. Spreading the word to new schools, regional/national media, and existing teams and sponsors will keep our conference growing. Responsibilities will include the development of regular communications and press releases to send to regional and national media, the development of a marketing database of contacts, and determining ad placement opportunities in the region.

A major task will be building the marketing database. This database will include school information with athletic/club sports contacts, team contacts, student activities contacts, school publication contact information and ad rates, and classified ad schedules. The team information will be published online to improve recruitment and marketing to incoming students. Of course, a system must be devised to keep the database populated with the most current information.

The ideal candidate will be someone who has a ravenous hunger for information and knows how to collect it. Knowledge of various desktop, contact management, and web publishing software would be a huge help, although training is available to help master these critical tools of the trade. Once you've worked this job, a future at a monolithic New York advertising agency is nearly assured.

**Please see reverse for more!**

## **Position Two: Director of Infrastructure and Knowledge**

As a conference that sees a majority of its members turn over every four years, building infrastructure to support the administration and development of collegiate programs is critical to increase the numbers of conference participants. A major project is to build documentation on topics such as: starting a team, building an existing team, travel tips for weekends, race promotion, and race registration. Other tasks will be to document conference administration issues such as calculation of points and general ECCC guidelines and rules.

The establishment of an ECCC "institutional memory" is critical for the conference, as club presidents and interested members will be able to peruse the documents and put them to work in their administration of collegiate cycling programs, year after year. Another task is to build an online archive of race flyers, results, race promotion documentation, specific race budgets, team budgets, course descriptions, and training guides specific to collegiate training (e.g. how to dress for snowy training rides).

The ideal candidate is a rider who wants to make a lasting impression on the conference for years to come. Perfect for anyone who has a desire to discover the best practices of all collegiate programs and put them to work in our own conference. After the work is done, management consulting companies will come banging down your door.

## **Position Three: Sponsorship Director and Financial Whiz**

One of the most important aspects of collegiate cycling is that it is inexpensive. To this end, there are two ways to keep ECCC racing affordable: 1. Raise money to sponsor ECCC events outright and 2. Decrease the cost of promoting events and bicycle racing. This position includes the development of proposals for conference-wide corporate sponsorship, qualifying and contacting potential sponsors, and seeing the projects through to completion. This job also involves working with the bike industry for sponsorship deals to potentially lower the cost of competition for college students.

Fundraising activities can include building and cultivating an alumni database of ECCC riders, working with the USA Cycling Development Foundation, and looking for alternate sources of funding. Other ideas include ECCC-branded soft goods for sale online and at weekend races to benefit the conference.

Financial administration duties may involve the setup of accounting software, working with the conference director to incorporate the ECCC and applying for non-profit status to ease the donation process.

The ideal candidate is someone interested in winning sponsorship deals, orchestrating fundraising campaigns, and who wants to break into the bicycle industry. After working in this position, expect a call from several leading investment banking houses.

Contact Mark Abramson for more information or to apply.

Mark Abramson  
PO Box 1412  
Somerville, MA 02144  
(617) 718-1742  
mark@eccc-info.com

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