

THE SPORTS INTERN

INTERN INSIGHTS

JERED BALOLOY

Arizona State University - Junior
Sports Business Major

RECENT EXPERIENCE

Sun Devil Athletics

Marketing and Game Presentation Lead Intern

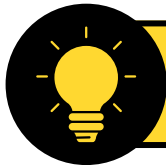


A typical day in this internship starts with preparing run-of-show intern scripts and finalizing in-game promotions.

During events, I help manage on-court activations, music cues, and fan engagement moments ensuring everything runs smoothly and on schedule.

Key Learnings:

- How to plan and execute engaging in-game promotions and halftime activities. From running interactive contests to curating music and scripting entertainment, I learned what it takes to keep fans excited and involved from pregame to postgame.
- How vital communication, coordination, and adaptability are when executing live events, especially in high-pressure, fast-paced environments.
- Developed insight into how to market to different fan demographics.



JERED'S TIPS

Be curious and open to trying new things. You never know who you'll meet within the sports industry, and always be asking on how you can provide value.

OTHER EXPERIENCE

ASU Football Recruiting & Player Personnel Intern

DREAM JOB

Director of Game Presentation/Marketing for the Los Angeles Lakers

BEST ADVICE RECEIVED

To always push my learning and take risks (be challenged always) from the VP of Brand and Marketing for the Fiesta Sports Foundation