



# THE SPORTS INTERN

# INTERN INSIGHTS

## STEPHANY URUETA

Community Relations and Youth Basketball Intern  
Los Angeles Sparks  
Senior - UCLA

### ► INTERNSHIP RECAP:

Stephany Urueta was a **Community Relations and Youth Basketball Intern** for the **LA Sparks** during the 2025 WNBA season. In this role, she worked behind the scenes on community programming, youth basketball events, and game-day initiatives that brought the organization's philanthropic mission to life.

Her schedule was a mix of office days, game days, and event days. Office days involved outreach and planning for events or games. On game days, interns had the chance to shadow other departments — you just had to be proactive and ask to create those opportunities for yourself. The full-time staff were genuinely supportive and great to learn from. For event days, she was a point of contact for parents and participants, which was her favorite part. For youth clinics, she assisted the head coach with running drills.

### ► KEY LEARNINGS:

- The value of casual conversation! Stephany made sure to talk with someone new every day, whether they were in the Sparks organization or an outside organization. This role involved working with different people every day, and made it easy for her to network.
- Sales and branding is everywhere. Even on the non-profit side of things. Stephany realized thinking outside the box helps to get more visibility, increase engagement, and connect more patrons to the Sparks' community programming.



#### STEPHANY'S TIPS

It's so important to **believe in the mission and the bigger picture of what you do!**

When applying for internships, as much as you'd like to get a foot in the door, be specific in what you want to do and have passion for. You'll perform your best when you believe in the work that you do, no matter what your "why" is.