



THE SPORTS INTERN INDUSTRY INSIDER

KAYLA KNAPP

DIRECTOR OF PARTNERSHIPS AND MARKETING,
SPORTS DEPARTMENT
COLLIDE AGENCY



Kayla Knapp is the **Director of Partnerships & Marketing** for the sports department at **Collide Agency**. Her main role is partnerships within Collide's sports merchandise brand, **Official League**. She also helps with marketing and community building for their sports teams in Portland, including the Bangers, Pickles, and their newest team, Cherry Bombs FC.

Every day is different, but usually includes meeting with teams to discuss merch collaborations, working through the merchandise design process with designers, and/or coming up with new collections and stories to build around.

► FAVORITE PART OF THE JOB:

While soccer will always have her heart, Kayla loves getting to work with teams in every part of the country across multiple sports, where she has the opportunity to get to know so many different markets and communities.

► CHALLENGE OF THE JOB:

Staying organized! As a bunch of small businesses all in one, there are always a ton of balls in the air (pun intended!). Making sure all the projects she's involved in stay on track is one of the biggest challenges.

PRIOR TO COLLIDE AGENCY:



Portland Thorns &
Portland Timbers
Social Media Director
Social Media Manager
(2017 - 2022)



Fox Soccer
Website Editor, Social Media Manager, Video
Producer (2012- 2017)



KABC 7
News Intern (2009)



WMUR-TV
News Intern (2007-2008)



KAYLA'S
ADVICE

- There's no avoiding that working in sports is a grind. Set boundaries so you don't burn out.
- Be open and receptive to feedback.
- Be a supportive and positive colleague. The industry is small, and everyone gets better by lifting each other up.



BEST ADVICE
RECEIVED

Best general advice received was to believe in herself and what she brought to the table. As a woman in sports, she had to remind herself that she belonged in those rooms. She was lucky to have mentors who reinforced that, with confidence, she could create whatever career she wanted.