

THE SPORTS INTERN
INTERN INSIGHTS



KAITLYN SCHIEVELBEIN

Partnership Operations Student Associate
Madison Square Garden
Junior - New York University

➤ RECENT EXPERIENCE



Kaitlyn Schievelbein is a junior at NYU who is working as a **Partnerships Operations Student Associate** at **Madison Square Garden**, home of the NY Knicks and NY Rangers.

In this role, Kaitlyn assists the partnership management and activation team by ensuring that everything is set up correctly in the arena and by assisting with any last-minute adjustments. That means working with different teams like marketing, event operations, and hospitality to make sure partners are getting the visibility and experience they were promised.

During games, she is often on site helping manage sponsor spaces or suites, making sure everything runs smoothly. On non-event days, she helps with logistics, tracking deliverables, organizing assets, and preparing for upcoming games or concerts.

One of her biggest takeaways has been understanding how much coordination goes into executing partnerships. Everything from sponsor placement to in-game activations has to align with contractual obligations. Another thing: MSG is not slow. She's learned how to stay organized and adaptable in a really fast-paced environment, especially during live events where things can change quickly and require real-time problem-solving.



KAITLYN'S TIP

Connections are so important!
Stay active on LinkedIn and connect with people from specific departments that you want to work in.

➤ OTHER EXPERIENCE

Global Partnerships Intern for the Brooklyn Nets and NY Liberty (Brooklyn Sports & Entertainment)

➤ DREAM JOB

Working in partnerships at Formula 1