



THE SPORTS INTERN

INTERN INSIGHTS

BRANDON BRACCIA

Corporate Strategy Intern
Houston Rockets
2026 Graduate - Rice University

▶ RECENT INTERNSHIP EXPERIENCE:



Brandon Braccia recently completed a **Corporate Strategy** internship with the **Houston Rockets**, where he gained firsthand experience with an NBA team by supporting partnership management, activation, execution, and cross-functional business operations. From assisting with sponsor relationships to helping execute activations and business initiatives, he saw how collaboration across departments contributes to a successful organization. The role provided exposure to both strategic planning and game-day execution that drives partnerships in professional sports.

• ON NON-GAME DAYS:

- Brandon worked closely with partners whose accounts he helped manage, coordinated activation logistics, tracked partnership assets, collaborated with internal departments, and supported business analyses related to partnership performance and community demographics.

• ON GAME DAYS:

- Brandon helped prepare suites and hospitality spaces, coordinated with internal teams and external partners, executed in-arena activations, and supported the deployment of partner assets throughout the arena.

▶ KEY LEARNINGS:

- Be open to doing anything and everything. No matter how big or small a task may be, there is usually something to take away from it.
- Relationships, both internally and externally, are by far the most important thing. Everything you do should be centered on building and strengthening them.



BRANDON'S TIPS

- Control the things you can control
- Always say yes.