

INTERN INSIGHTS



KENNEDY COOK

Street Team Ambassador, Houston Dynamo FC
Senior - Texas State University

➤ INTERSHIP RECAP:



Kennedy Cook was a **Street Team Ambassador** for MLS club **Houston Dynamo FC** during a busy summer of soccer as the FIFA World Cup took place. Her work with the Street Team revolved around World Cup events and community activations. After the tournament concluded, she also got to work Houston Dynamo matches when the MLS season resumed.

The Street Team's biggest focus during this time was hosting **Soccer Celebration** during the World Cup, where the organization played live matches with activations, concessions, and fan-focused entertainment. During these events, they set up inflatables, photo booths, and also hosted multiple concerts. As part of *Soccer Celebration*, the club also brought the *Community Tour* across Houston, hosting soccer clinics and cascaritas (street soccer) as well as promoting other club events.

One of Kennedy's most memorable moments was at an outdoor soccer complex promoting *Soccer Celebration* and the Dynamo with **adidas**. Together, the two brands hosted skills challenges and had giveaways where they engaged fans with interactive challenges for a chance to win Dynamo merchandise.

➤ KEY TAKEAWAYS

- Discovered that she thrives in fast-paced environments, and gained confidence through representing a major sports brand with great personality and responsibility.
- Realized how important it is to create genuine energetic interactions with fans.
 - "The way you communicate, excite a crowd, and make people feel welcomed can completely shape an experience for someone."
- Learned how much behind the scenes work actually goes into hosting large scale events: setting up activations & coordinating with partners and other staff to ensure operations run efficiently.

KENNEDY'S
TIPS

- **Network and make connections.** Speak with staff, ask questions, and follow up. Relationships matter and may open more doors for you.
- This industry is fast-paced. Be the person who's willing to jump in and **say yes to everything**.
- Apply early! These roles can fill fast or have quick deadlines, **getting your application in sooner rather than later may give you a real advantage**.