

John Paul George
123 Easy Street #C-23
San Diego, CA USA 92113
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Personnel Director
Manchester United F/C
Old Trafford
Manchester, ENGLAND M16 0RA

RE: Internship Application

I have loved Manchester United since I was a small child. It has always been my dream to work for the Red Devils. I hope you will give me a chance.

I am a third year student at San Diego State University, majoring in Marketing, with an interest in sports development. Naturally I have taken all the general management and marketing courses, along with a few specialty classes, including Sports Marketing & Sales, Urban Marketing, and Brand Development. I am in the top third of students, with a 3.2 GPA (out of 4.0). Since my study time is limited by the need to support myself financially, I'm quite satisfied with my grades, and I can provide letters of reference from some of my professors to attest to my performance.

I have had to pay my own way through school. This means I spend approximately 25 hours per week during the semester at a job, in addition to the projects and internships required in the marketing major. I have had several different jobs, including as a concessionaire at San Diego Padres stadium (the baseball club) where I sold cold drinks and ice cream in the stands. I couldn't see any baseball that way but it was a thrill to be with the fans. I've also worked in a small convenience store, at a car parts store, and as a painter's assistant. And of course, I usually need to work 40 or 60 hours per week during school vacations. Additionally, I was a student-intern for the university's women's sports marketing office (a branch of the university sports marketing division). In addition to planning and designing sports campaigns, that office manages ticket sales: season-ticket, reserved, and day-of-event. Dr. Beth Williams, Associate Athletic Director, wrote in my appraisal that I showed good energy and enthusiasm, an appreciation of the marketing needs for women's sports, and lots of interesting ideas. I'm proud that my concept of a "slam dunk" into the mouth of a volcano was adopted for a women's basketball tournament – a copy of the final poster is attached (I'm not an artist, a graphics designer prepared the final product).

Although I have never been abroad, I grew up in the multi-cultural city of San Diego, where I learned to play soccer as a child and learned Spanish on the streets (I've also taken Spanish classes in high school and university). I'm very comfortable with a number of computer programs on both Windows and Macintosh, including Word, Excel, Powerpoint, Illustrator, and several lesser-known applications. I have a California driver's license and grocery clerk/cashier's certificate. Also, I'm a fast typist.

I'm hoping that you will accept my application to be an intern with Manchester United during the summer of 2005. I have attached all the required forms provided at your website.

Sincerely,

John Paul George

Enclosed: application forms 1,2,3,4 (from website) / Resume
"Volcano-slam" poster / SDSU Women's Sports Marketing Internship Appraisal