

ALAYNA BERGT

xxxxx@gmail.com



531-XXX-XXXX



Lincoln, NE



October 11, 2022

Scott Ash
Director of Operations
Nebraska Sports Council
7620 N 70th
Lincoln, NE 68517

Dear Mr. Ash:

I am interested in applying for the Event Operations Intern or Marketing Intern position with the Nebraska Sports Council. I'm an organized and detailed-oriented Nebraska native with a passion for event planning and sports, which led me to your organization. I've always been interested in the background side of sports—the side that isn't necessarily seen but is vital to the success of the event. I also admire the ability of sports to bring people together, and I would enjoy the opportunity to contribute to and participate in planning the events the Nebraska Sports Council hosts for the Nebraska community.

My job as the Athletic Marketing Assistant at Northwestern College has provided me with valuable experience in planning contests and giveaways to enhance fan engagement and enjoyment at sporting events. I utilize communication skills to collaborate with people inside and outside the organization to plan fun halftime contests at our home sporting events. I am also responsible for other gameday promotions, including advertising and set up/clean up. This has given me a greater understanding of the work that must go into a sporting event to provide an exciting and organized environment that creates a positive experience for fans. My Athletic Marketing Assistant job has helped me grow my marketing and event planning skills, and I would enjoy putting these skills to work in planning the exciting events the Nebraska Sports Council hosts for communities across the state.

In addition to my work experience, my involvement in a Spring Service Partnership during my freshman year taught me valuable lessons about being adaptable and working as a team. I was assigned to a group of students I didn't know, and we spent our spring break providing hurricane disaster relief to a family in Sulphur, LA. We were given responsibility over various projects, and my ability to learn quickly and adapt enabled me to go from having no construction experience to successfully using a nail gun and caulking trim. My teamwork skills developed through learning to put my desires aside to contribute to the team's needs. As part of the Nebraska Sports Council team, I would strive to be a team player, willing to contribute to the success of the team and organization in whatever role is required of me.

I greatly appreciate your taking the time to read my application. Thank you in advance for considering my candidacy. I would enjoy the opportunity to discuss further my qualifications for an internship position with the Nebraska Sports Council.

Sincerely,



Alayna Bergt