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Marketing/Sponsorships Fall Intern

Location: Waco, TX

Internship Duration: August 8 – December 9, 2025 (Flexible)

Compensation: Hourly

About Us:

The **Heart O' Texas Fair & Rodeo** and **Extraco Events Center** are dedicated to producing events that entertain, educate, and support the Central Texas community. From rodeos and concerts to livestock shows and trade shows, we create unforgettable experiences while supporting youth scholarships and local economic growth.

Position Overview:

We're looking for an energetic and creative **Marketing/Sponsorships Intern** to join our team for the fall! This hands-on opportunity will allow you to gain valuable experience in event marketing, social media management, content creation, sponsorship activation, and public relations.

Responsibilities:

- Assist in planning and executing marketing campaigns for events.
- Create engaging content for social media, email newsletters, and the website.
- Help manage social media accounts, including posting, monitoring engagement, and responding to comments.
- Support sponsorship activation efforts by coordinating deliverables and tracking assets.
- Conduct market research to identify trends and audience insights.
- Assist with event promotions, on-site activations, and community outreach.
- Help develop marketing materials such as flyers, graphics, and videos.
- Provide general administrative support to the marketing team as needed.
- Oversee other staff as assigned.
- Other duties as assigned.

Qualifications:

- Currently pursuing a degree in Marketing, Communications, Public Relations, or a related field.
- Strong written and verbal communication skills.
- Proficiency in social media platforms (Facebook, Instagram, TikTok, etc.).
- Basic knowledge of graphic design (Canva, Adobe Creative Suite) is a plus.
- Self-motivated, detail-oriented, and able to work independently.
- Passion for events, entertainment, and community engagement.
- Availability to work flexible hours, including some evenings and weekends as needed.

Perks of the Internship:

- Hands-on experience in a fast-paced event environment.
- Networking opportunities with industry professionals.
- A fun and dynamic work atmosphere.

How to Apply:

Email your **resume and a brief cover letter** to erin@hotfair.com with the subject line **"Marketing/Sponsorships Intern Application – [Your Name]"**.

We can't wait to see what you bring to the team! 🎉🐾🎵