



Spring 2019 Internship Program

PERSONAL ESSAY

- Select one sports or entertainment brand that you think is “doing it right” and explain why that is.
 - Identify aspects of their marketing or branding strategy that you find particularly effective.

OR

- Select one sports or entertainment figure that you admire, and propose a strategic partnership that would enhance their personal brand.
 - Be sure to explain WHY this partnership would be beneficial to them.

Please submit your personal essay and resume to ellen@fritzmartin.com