



ALAYNA BERGT

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531-XXX-XXXX 

Lincoln, NE 

February 4, 2022

Ms. Susan Smith
Hiring Manager
Lincoln Saltdogs
123 Main Street
Anywhere, IA 50000

Dear Ms. Smith:

I am interested in applying for the Promotions Internship position with the Lincoln Saltdogs. I learned about this opportunity from Handshake. 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'm excited for the opportunity to learn and gain experience working at a professional baseball operation.

My job as the Athletic Marketing Assistant has provided me with valuable experience in how to enhance fan engagement and enjoyment at sporting events. I am responsible for communicating and collaborating with others in the organization to plan fun halftime contests at our home sporting events along with other gameday promotions, such as advertising and set up/clean up. This position has given me a greater understanding of the work that must go into a sporting event to provide an exciting and organized environment that keeps fans wanting to come back again. It has also taught me how to work with individuals from other departments to collaborate our efforts and successfully implement our plan. My Athletic Marketing Assistant job has provided me with an insider's view on working with sporting events, and I will bring the same efficiency and passion to the Promotions Intern role.

In addition to my work experience, my involvement in a Spring Service Partnership has taught me valuable lessons about being adaptable and working as a team. I was put on a team with students I didn't know, and we were given the responsibility of repairing a family's home. 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. This experience taught me the importance of working together as a team to achieve a common goal. I admire the emphasis the Lincoln Saltdogs places on being a family-oriented organization. I was able to experience the impact of community on my service trip when my group bonded over the work we were doing, and I would strive to contribute to the family-oriented atmosphere of the Lincoln Saltdogs in the same way.

I greatly appreciate you taking the time to read my application. Thank you in advance for considering my candidacy for this position. I would enjoy the opportunity to further discuss my qualifications for the Promotions Internship position.

Sincerely,

Alayna Bergt