



# SPONSOR UNIVERSITY

## An Experience Like No Other



## SponsorUniversity's Regional Scout Program

This 6 month program offers a hands-on, boots-on-the-ground learning experience in the sports sponsorship industry. Participants will be embedded directly into live sporting and entertainment events, tasked with capturing sponsorship and brand partnership data in real time. Unlike traditional internships, this role focuses on in-person data collection — giving participants the chance to experience how sponsorships appear and activate at the venue level.

### Benefits

- Learn how to identify, analyze, and report sponsorship assets at venues.
- Gain a broader understanding of the sports sponsorship ecosystem and how brands, teams, and media interact.
- All event tickets and venue costs will be provided at no expense to participants for approved scouting assignments.
- Flexible opportunities to work around your school schedule.
- Earn academic credit (where applicable).
- Receive a Certificate of Completion upon finishing the program.
- After successfully completing the program, participants may qualify to join SponsorUnited's Alumni Network of Scouts — a group of trained individuals who contribute on a paid, as-needed basis.

### Interview Process

Applications are now being accepted. Please apply at your earliest convenience because we interview (via Zoom) and extend offers on a rolling basis.

For more information, visit the website below:

<https://www.sponsoruniversity.com/>

## About SponsorUnited

SponsorUnited is the leading global sports and entertainment intelligence platform. Through the most comprehensive and actionable data available today, SponsorUnited unlocks exclusive insights for brands, rights holders, and agencies, offering proprietary category and market intelligence to fuel smarter partnerships.



"SponsorUnited has been my home since I graduated college, and I've had the privilege of being a part of the growth firsthand. As an intern turned full-time employee, I've had the opportunity to develop relationships and learn from some of the most talented and passionate individuals in the industry."



**Jared Riegler**  
Marketing Manager and  
Former Scout at SponsorUnited

"Becoming a scout gives you unprecedented access to the world of sports partnerships and activations. Being able to study and contribute to a catalog of the best examples around the world in a one-stop-shop was invaluable to me."



**Henry Williams**  
Advertising & Partnerships  
at SPORTFIVE (Former Scout)

"SponsorUnited has given me the ability to bring new ideas and knowledge to my future endeavors. Through the program, I have been able to grow not only as a professional but as an individual."



**Kenzie Patberg**  
Former Scout and Marketing  
Intern at SponsorUnited