

**Rhett Terrier**

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February 13, 20XX

Ms. Ann Doe  
Internship Coordinator  
Company XYZ  
300 Beacon Street  
Boston, MA 02215

Dear Ms. Doe:

I am writing to be considered for the Spring Semester Internship with Company XYZ. This position is especially of interest to me because it combines three of my primary passions: sports, marketing, and entertainment. I am currently a senior at Boston University majoring in Business Administration with dual concentrations in Marketing and Organizational Behavior. As a sports instructor for over two years, I have been exposed to the world of sports marketing and event planning for sports-related events. I understand Company XYZ is a fast paced environment in which I would be working to organize events for clients as well as juggling many other marketing responsibilities. I believe I would be an asset to Company XYZ because of my solid organizational skills, my past event coordination experience, and my ability to manage multiple responsibilities in a fast-paced and sports-related environment.

This previous summer, I interned at the Sports Academy where I developed a strong work ethic and enhanced my organizational skills through event-planning responsibilities. In this role, I organized various aspects of the Academy's participation in a local sporting event which included recruiting 20 volunteers, developing and choreographing the demonstration, as well as coordinating transportation logistics within a very tight timeframe. Prior to that, I also interned with Sports 80, a sports marketing agency where I managed on-site operations for basketball tournament events by preparing the location and staffing the event which consisted of over 500 middle and high school participants. This also furthered my strong communication skills by interacting with a variety of audiences, including parents, vendors, students and other staff. As a result of these experiences, I would be able to provide clients with the highly responsive and tailored services they have come to expect from Company XYZ.

My background has provided me with the building blocks to be a successful intern at Company XYZ. I have attached my resume and would be interested in meeting with you to answer any further questions you may have. Please feel free to contact me at rhett@bu.edu or at 617-123-4567. Thank you for your time and consideration in reviewing my qualifications and I look forward to hearing from you.

Sincerely,

Rhett Terrier