



**TO: ALL INTERESTED STUDENTS**

Welcome America, Inc. is recruiting college students to participate in the *Welcome America 2008 Summer Internship Program*. The program will run from February through mid July 2008.

The Sunoco Welcome America festival is a celebration of “America’s Birthday in America’s Birthplace”. Throughout the summer season, we will celebrate with patriotic and fun-filled events throughout the city of Philadelphia. We are anticipating a fantastic July 4 celebration and you could possibly work with us to make it happen. For more information we invite you to visit our Web Site [www.americasbirthday.com](http://www.americasbirthday.com).

For consideration, review the attached job description and mail application with resume to:

Welcome America, Inc.  
Student Internship Program  
100 S. Broad Street, 3<sup>rd</sup> Floor  
Philadelphia, PA 19110  
ATTN: Blanche Schuler

If your application is selected, my staff will contact you to schedule an interview. We look forward to you becoming one of Welcome America, Inc.’s interns.

Sincerely

*Clifton Davis*

Clifton Davis  
CEO/ President



**WELCOME AMERICA! INC.  
2008 STUDENT INTERN PROGRAM**

The Sunoco Welcome America festival produces the largest celebration of “America’s Birthday in America’s Birthplace”. As the largest Fourth of July celebration in the United States of America we celebrate our country’s rich heritage and diverse cultures free events throughout our great City of Philadelphia.

**PERIOD OF TIME: From February until Mid July**

**ORIENTATION: TBD**

**COMPENSATION:** Interns will receive college credits. This internship is unpaid.

**QUALIFICATIONS:**

- Excellent communication skills
- Computer literate
- Good Academic Standing
- Demonstrates leadership and a professional demeanor
- Ability to work within a team environment

**INTERN ASSIGNMENTS**

**Production**

Involves assisting the Welcome America! production team in creating the “look” and programming of the specific events that make up our Festival. Will have the opportunity to work with individual event producers on events such as Arts on the Avenue, Opera on the Square, the July 4<sup>th</sup> Parade and concert.

**Administrative**

Involves assisting in Festival accounting procedures, clerical duties such as data collection & filing, answering phones, photocopying, faxing and emailing; maintaining smooth operation of the Welcome America! office; researching and executing mailings. Students’ relative areas of interest and/or experience should include Business Administration, Accounting, Writing and/or Government Studies.

**Logistics**

Involves assisting the Logistics Director in organizing festival operations, including site design and construction, security and emergency medical service procurement, signage and banner placement, credential organization, ground transportation organization and site crew management. Students’ relative areas of interest and/or experience should include Community Relations, Engineering, City Planning and/or Organizational Dynamics.

**Marketing/Public Relations**

Involves assisting the Public Relations and Marketing team in developing and implementing PR plans to maximize coverage of the Festival locally, regionally and nationally; cultivating media and community relations; coordinating press conferences; overseeing the creation and distribution of Festival promotional materials. Students’ relative areas of interest and/or experience should include Public Relations, Marketing, Writing, Government Studies and/or Media Relations.

**Sponsorship**

Support Marketing Alliances efforts by collecting sponsor gifts, securing gifts, securing sponsor logos, certificate of insurance follow up, maintain sponsor on-site needs chart, stuff sponsor gifts bags, assist logistics with distribution of banners and follow-up correspondence with Producers informing them of sponsor needs.



WELCOME AMERICA! INC.  
2008 STUDENT INTERN PROGRAM  
STUDENT INTERN APPLICATION

PLEASE PRINT

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_ CITY \_\_\_\_\_

STATE \_\_\_\_\_ ZIP CODE \_\_\_\_\_

COLLEGE \_\_\_\_\_

MAJOR \_\_\_\_\_ YEAR OF GRADUATION \_\_\_\_\_

CAMPUS ADDRESS \_\_\_\_\_

PHONE NUMBER \_\_\_\_\_ CELL NUMBER \_\_\_\_\_

EMAIL \_\_\_\_\_

CONTACT IN CASE OF EMERGENCY \_\_\_\_\_

CONTACT'S TELEPHONE NUMBER \_\_\_\_\_

What previous experience do you have that would make you a good Welcome America Intern? For example, have you been an Intern, Mentor, Tutor, Counselor, or Volunteer before?

What do you consider your major strengths in working with people?

Evaluate your academic standing? excellent \_\_\_ good \_\_\_ fair \_\_\_

REFERENCES

I. NAME \_\_\_\_\_ TELEPHONE \_\_\_\_\_  
PROFESSION \_\_\_\_\_ HOW MANY YEARS KNOWING \_\_\_\_\_

II. NAME \_\_\_\_\_ TELEPHONE \_\_\_\_\_  
PROFESSION \_\_\_\_\_ HOW MANY YEARS KNOWING \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_