



## SEC Tailgate

As a CBS College Sports Network Campus Rep, your assignment will be the SEC Tailgate promotion. Throughout the 2009 football season, CBS College Sports Network will be hosting pre-game tailgates on various SEC campuses as the site of their SEC Pre-game Show that will air on the network. This campaign combines on-site and online initiatives. During the week prior to the event, it will be your job to promote the tailgate as well as the SEC Pre-game Show around campus, as well being on-site the day of to participate in the event.

**Every Campus Rep MUST have active accounts with the social networking sites - Facebook, Twitter, MySpace, and AIM - and MUST own a digital camera with video & sound functions.** Applicants should be outgoing and have an interest in marketing, communications, sports or social media. Applicants should also have approximately 4 hours per week to devote to this campaign.

### SEC Tailgate Responsibilities:

#### Coordination:

- Report to the CBS College Sports Network Marketing Manager
- Identify key spots on campus to promote the event: dorms, student centers, computer labs, libraries, Greek row, recreational centers, etc.
- Reach out to the local market around campus: popular bars, restaurants, shops, etc.
- Assist with Greek recruiting
- Submit a recap after the event complete with pictures and screenshots

#### On-Site:

- Be on-site the day of the event to help with the marketing efforts and attract people to the tailgate
- Participate in the activities on-site during the tailgate
- Interact with fans and get them involved with the on-site entertainment

#### Marketing:

- Spread the word around campus and in the local community through flyering and/or premium distribution
- Promote the event through online viral marketing on Facebook, MySpace, AIM, YouTube, email blasts, etc.
- Reach out to the local community to attract not only students, but other fans (adults/children) to the tailgate as well
- Every Campus Rep must submit screenshots of online marketing activity

**To Apply: Email your resume to [campusreps@cbs.com](mailto:campusreps@cbs.com). Make sure to include your campus name & how you heard about this position in the body of the email.**