Charitable Organizations

Salesmanship Club Charitable Golf of Dallas, Inc. (AT&T Byron Nelson)

Salesmanship Club of Dallas

Salesmanship Club Foundation

Momentous Institute
Our Mission

The mission of the AT&T Byron Nelson is to be the best non-major event on the PGA TOUR while serving as the principal fundraiser for Momentous Institute.
Our History

• Civic organization (non-profit)
  • Founded in 1920
  • Dedicated to helping children
    “We love kids!”
• Woodall Rodgers, first President
• 1st members were salesmen by trade
  Now members are from all industries and trades
Our Charity

Helping transform children’s futures... Creating new possibilities for success
Momentous Institute prioritizes social emotion health so that children can achieve their full potential. We focus on:

**Therapeutic services:** We provide help and sustaining solutions for more than 5,500 children and families each year. These services are designed to help our clients develop strong relationships, social emotional health and academic success.

**Education:** Our unique laboratory school, engages students 3 years old to 5th grade with a rigorous curriculum, woven with rich experiences on social emotional health. Our program is underscored by deep parent engagement, as students thrive when they can be recognized and celebrated both at school and at home.

**Professionals:** We work with educators, mental health professionals, and students to share new ideas and facilitate lifelong learning through an annual schedule of conferences, training events, and intensive training opportunities.
Tournament Relationships
Sales Staff

Director of Sales & Client Relations:
Jason Mackey

Sr. Manager, Ticketing & Pro-ams
Allison Evans

Corporate Sales Manager:
Kyle Bartlett

Spring Interns
Communications Team

Director of Communications:
Meagan Abendschein

Momentous Institute Marketing Manager:
Susan Ruel

Digital Specialist:
Ashleigh Dykes

PR & Media Specialist:
Bianca Burgdoerfer

AT&T Byron Nelson Marketing Manager:
Courtney Monroe

Content Writer:
Sara Meyers

Graphic Designer:
Sara Tull
Internship Overview – Sales (2)

Dates: January 14 –June 28 (approx.)
This is a full-time, paid internship: $10/hour

DESCRIPTION:
Customer Service – Interns interact with current customers, prospective customers, and salesmen by phone and in person. Excellent telephone communication skills are required. At no time during the internship are interns expected to solicit ticket sales.

Ticket Order and Payment Processing – Interns process all ticket orders and payments in a timely and accurate manner. Extensive training on the ARCHTICS® ticketing system (a Ticketmaster property) is provided.

Ticket Package Fulfillment and Distribution – Interns work as a team to prepare ticket packages. Ticket order fulfillment remains a high priority right up to the tournament. Interns are trained on FedEx software to ship ticket packages. Interns also stuff and mail invoices, sales-related mailings, and purchase receipts.

Event support – Assist in planning and execution of various sales events, including the Kick-Off Luncheon, Golf Expo, Pro-ams (5), Gold Draw, and our presence at local sports arenas and other events as they arise.

Intern Team Projects – Interns work on various team projects 5-10 hours per week. Projects include counting inventory, preparing mass mailings, labeling tickets, moving to and from tournament headquarters, etc.

Filing & Organization - Interns help maintain the ticket order files and keep current files related to their individual projects. Interns are expected to file principal documents pertaining to sponsors in a timely manner.
Internship Overview – Communications (1)

**Social Media** – The intern will be responsible with managing the AT&T Byron Nelson social media accounts (Twitter, Facebook, Instagram) on a daily basis, creating weekly & monthly content calendars for approval. The purpose of these accounts are to communicate to and with the fans about what to expect at the tournament, engaging with the community, all while creating an exciting atmosphere for the 2019 AT&T Byron Nelson.

**Media Relations** – The intern is responsible for creating the media guide, which is used by journalists throughout tournament week, and for supporting the logistics of media-related events leading up to the tournament. In addition, this intern will assist in the credentialing process of journalists, helping our Blue Pants volunteers and staff leading up to and during the tournament. Lastly, this person will support staff as needed in the operations of the Media Center.

**Cause-related support** – The intern will assist the team in brainstorming ideas for charity integration – which is the promotion of Momentous Institute at the tournament. May be asked to assist with planning, purchasing swag, and on-site help during tournament week.

**Other** – In addition to the social media & media-related events, this intern will help with emails and website efforts. This position will also utilize small, basic graphic design skills, i.e. InDesign/Illustrator, Photoshop. May also be asked to support our presence at experiential marketing events promoting the tournament, including local sporting events. This role will also provide AV support at events hosted at our office.
## Schedule of Events

<table>
<thead>
<tr>
<th>Monday</th>
<th>Practice Round</th>
<th>Monday Pro-Am, Trinity Forest Golf Club</th>
<th>Thursday</th>
<th>First Round</th>
<th>KidsZone</th>
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</thead>
<tbody>
<tr>
<td>Tuesday</td>
<td>Practice Round</td>
<td>Celebrity-Am at Dallas National</td>
<td>Friday</td>
<td>Second Round</td>
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<td></td>
<td></td>
<td>Wednesday Draw Party at Hilton Anatole</td>
<td>Saturday</td>
<td>Third Round</td>
<td></td>
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<tr>
<td>Wednesday</td>
<td>Wednesday Pro-Am, Trinity Forest Golf Club</td>
<td></td>
<td>Sunday</td>
<td>Final Round</td>
<td>Closing Ceremony and Award Presentation</td>
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The 2018 AT&T Byron Nelson raised $4.8 million to benefit Salesmanship Club's Momentous Institute, bringing the total raised since the event's inception to over $160 million.
Interested?

If you are interested in applying for this internship opportunity, please submit your cover letter, resume and a list of three references to one of the following by October 31, 2018:

**Sales:**
Allison Evans  
Sr. Manager, Ticketing & Pro-ams  
AT&T Byron Nelson  
106 E. 10th St., Suite 200  
Dallas, TX 75203-2296  
aevans@salesmanshipclub.org

**Communications:**
Courtney Monroe  
AT&T Byron Nelson Marketing Manager  
AT&T Byron Nelson  
106 E. 10th St., Suite 200  
Dallas, TX 75203-2296  
cmonroe@salesmanshipclub.org

The AT&T Byron Nelson is an equal opportunity employer.