

## Draft Email for HIGH SCHOOLS – Spring 2021 Sportsimpacts Internship

**Subject Line of Email:** SPORTS BUSINESS BOOT CAMP (June 7-9<sup>th</sup>, 2021)

### **Body of Email**

*NOTES...The first line should include the first names of the people you're emailing from the organization you're sending the email to. My draft email below will be sent as if I'm sending to Frank, Marc and Chris of Webster Groves High School in St. Louis, and as if I'm Harrison Tanaka (one of the interns herein).*

*Each part of the draft below which I **place in bold** are the portions of the letter **you will reconfigure to tailor to the companies/people you send to.***

**Frank, Marc, and Chris:**

I'm writing to inform you of a great educational opportunity for your students passionate about sports!!!

My name is **Harrison Tanaka**, I'm currently a **Marketing** major at **Washington University in St. Louis**, and I am interning this semester with Dr. Patrick Rishe ([www.patrickrishe.com](http://www.patrickrishe.com)), the Director of the Sports Business Program at Washington University in St. Louis and creator of the SPORTS BUSINESS BOOT CAMP, a real-time Zoom-based educational experience for students who want to learn about the Business of Sports and careers in sports.

If you have students who are interested in working in sports in the future, we kindly ask that you forward the attached literature (brochure and registration form) to those students and/or their parents...and have them contact Dr. Rishe ([prishe@wustl.edu](mailto:prishe@wustl.edu) or 314.540.4017) to learn more about the camp.

I, also, would be happy to connect you directly with Dr. Rishe directly should you have more questions about the June 2021 Boot Camp.

Now in its 2nd year of existence after successfully attracting 150 campers nationally across 4 camps in 2020, Dr. Rishe's Sports Business Boot Camp:

- Takes place June 7-9<sup>th</sup> from 12 pm to 3:30 pm Eastern Time each day
- Has a cap of 50 students
- Offers over 10 hours of Sports Business instruction covering at least 15 different topics ranging from analytics, marketing, finance, and management issues in Sports
- Features at least 90 minutes during the week speaking with at least 6 sports industry executives.
- Charges \$275 for student registering before May 1 (those who register after May 1 pay \$350).

Thanks for your time. Please share this information with your students. And if I can assist further or connect you with Dr. Rishe, I'd be happy to.

Most sincerely,

**Harrison Tanaka**

**Washington University in St. Louis, Class of 2023 (Marketing)**

**Business Development Intern, Sportsimpacts (Spring 2021)**

