



Graphic Design Internship Broadway Festivals, Inc. – Fourth on Broadway Celebration

Organization Profile: Broadway Festivals Inc. ("BFI") is a non-profit corporation whose purpose is to organize, conduct and finance downtown celebrations to focus attention on the historical significance and overall importance of the central core of Lubbock, Texas.

The Event: Lubbock's "Fourth on Broadway" celebration is the *largest free festival in Texas*. Held on July 4th, it consists of a morning Fun Run, a large Parade, a Street Fair on Broadway, and an Evening Concert with Fireworks in Mackenzie Park. As a whole the celebration draws over 150,000 people. An Event Chairperson coordinates the event and directs a Steering Committee of dedicated volunteers. The Chair and the Committee are supported by Broadway Festival's administrative staff and its Board of Directors.

The Internship: The BFI internship program involves a variety of projects, including designing media and marketing materials for event. You will work closely with the administrative staff, the Event Chair, and members of the BFI Board and the Steering Committee. Projects will include:

Avalanche Journal Tabloid – Assist in design and layout of an **8 page tabloid**. The Tabloid is printed and distributed by the Lubbock Avalanche Journal. Last year over **75,000 copies** were distributed.

LP&L Mailer Insert – Assist in design and layout of a flyer that is inserted in every LP&L customer's invoice in the month preceding the event. Last year over **10,000 copies** were distributed.

Sponsor/Volunteer items – Create Invitations, Official Event Credentials, Parking Passes, recognition plaques and certificates, and other items related to the event. These are distributed among the event's volunteers and sponsors including some of our community's biggest businesses (advertisers).

Web Site – assist in the updating of the BFI website. We use FrontPage (don't hate us, it's easy to use)

We offer a friendly and fast-paced environment to any student looking to get rich (in experience of course). As a non-profit we are unable to offer monetary compensation beyond covering basic expenses and some mileage if necessary – but you will meet and work with some of our community's best leaders. Past interns have found that they receive great work experience and solid professional training.

As a prerequisite, students must possess strong design and writing skills, strong work ethic, the ability to juggle several tasks at the same time while meeting deadlines, and good organizational skills. We want an intern who will be detail-oriented, self-motivated, creative, resourceful, and possess a sense of humor.

While work product will become the property of BFI, Interns will be allowed to retain examples for his/her portfolio. Position is open for the Spring semester and for the Summer sessions.

Contact info@broadwayfestivals.com and mont@mcclendonlawfirm.com