



PROGRAM OVERVIEW

The paid 8-week program is aimed at providing marketable skills and career development opportunities in the business of sports and entertainment to Atlanta-based HBCU students through hands-on experience, mentoring, and unparalleled behind-the-scenes access.

- The Fall 2024 program will take place **August – November**.
- **12 talented students** will participate up to 15 hours per week and receive a stipend.

PROGRAM ELIGIBILITY

- Must be enrolled full-time at an Atlanta-based HBCU program at the time of the assignment (Clark Atlanta University, Morehouse College, Spelman College, or Morris Brown College)
- Rising Sophomores to Seniors
- Minimum GPA of 3.0
- Must be a U.S. Citizen or permanent resident
- Must have access to reliable transportation

APPLICATION TIMELINE

Application Opens	February 20
Application Deadline <small>*Rolling Application Review, Selected Applicants Invited to Complete Video Interview</small>	March 5 (at 11:59pm)
Final In-Person Interviews	March 26 - April 3
Decision Notifications	By April 19

*Students should prioritize the fellowship opportunity they are most interested in. For consideration please do not apply for more than three open roles.



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BRAND MARKETING

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The **Brand Marketing HBCU Fellow** plays a critical role in promoting the Atlanta Falcons, building and maintaining the team's brand, and establishing a positive relationship with fans, the media, and the public. The fellow will work closely with other departments such as Digital, Graphic Design, Email, Ticket Sales and Services, and Data and Analytics to create and execute effective marketing campaigns to generate interest and excitement around the team and its games, and to build and maintain a strong brand image.

INTERNAL COMMUNICATIONS AND EMPLOYER BRANDING

[**APPLY NOW**](#)

The **Internal Communications and Employer Branding HBCU Fellow** plays a critical role across the Blank Family of Businesses (BFOB) to keep our associates informed, aligned, and engaged, while also evangelizing our culture and workplace to our associates, prospective associates, guests and fans. The fellow will work closely with other communication teams, HR and DEI to help ensure consistent, effective communications, leading to transparency throughout the organization.

EXTERNAL BRAND COMMUNICATIONS

[**APPLY NOW**](#)

The **External Brand Communications HBCU Fellow** plays a critical role in supporting the brand communications functions across the Atlanta Falcons and Mercedes-Benz Stadium. Areas of focus will include elements of communications and media relations for the Atlanta Falcons brand and Mercedes-Benz Stadium, working closely and collaborating with communications staff members across the Blank Family of Business (BFOB) to help publicize Mercedes-Benz Stadium and its business initiatives.

COMMUNITY ENGAGEMENT THE HOME DEPOT BACKYARD

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The **Community Engagement The Home Depot Backyard HBCU Fellow** plays a critical role in providing a broad spectrum of programming for all audiences, as well as parking and tailgating opportunities for Atlanta Falcons and Signature Programming. The fellow will have exposure to community engagement initiatives focusing on three key pillars: Arts and Culture, Health and Wellness, and Inspired Learning.

COMMUNITY RELATIONS

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The **Community Relations HBCU Fellow** plays a critical role in promoting the Atlanta Falcons and building a positive image in the communities where they operate. By working to engage with and benefit local communities, Community Relations helps to establish the Atlanta Falcons as a responsible and engaged member of the community, and builds strong relationships with fans, stakeholders, and the public.

CORPORATE PARTNERSHIP

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The **Corporate Partnerships HBCU Fellow** plays a critical role in bringing unique opportunities and fan-focused experiences to the Atlanta Falcons fan base and the community. The Corporate Partnerships team identifies companies that could benefit from marketing to our fanbase base through The Atlanta Falcons brand. Partnership elements can vary from community programming, game day activations, digital storytelling, and more.



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CONTENT PRODUCTION

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The **Content Production HBCU Fellow** plays a critical role in creating and distributing content related to the team. The department's main objective is to produce high-quality video content that showcases the team's brand, culture, and success. The team works together to create a variety of video content, such as game highlights, player profiles, promotional videos, and social media content. The department is also responsible for the distribution of content which may include coordinating with various media outlets.

STADIUM PRODUCTION

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The **Stadium Production HBCU Fellow** plays a critical role in the production process from concept to live game day execution. The fellow will work with programmers, producers, managers, and other members of staff to ensure a smooth running of their project. Assisting and communicating with production staff to develop graphics and video content for the execution of the in-game show for all Atlanta Falcons games at Mercedes-Benz Stadium.

GRAPHIC DESIGN

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The **Graphic Design HBCU Fellow** plays a critical role in developing graphic design content to support the Atlanta Falcons. The fellow will work as a member of the AMB Sports and Entertainment (AMBSE) Creative Team, in close collaboration with graphic designers and a Creative Operations Manager. The fellow will be involved in the day-to-day design and campaign development in service to all departments within the business: Marketing, Digital, Sponsorships, Retail, Community Relations, and more.

LIVE EVENTS AND ENTERTAINMENT

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The **Live Events and Entertainment HBCU Fellow** plays a critical role in elevating the overall game day experience at Mercedes-Benz Stadium by providing unique and engaging touch points for Falcons fans. This department oversees all on-field entertainment, including but not limited to: pregame experiences, team introductions, anthem presentation, in-game performances and stunts, drumline performances, and more.

PLAYER ENGAGEMENT

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The **Player Engagement HBCU Fellow** plays a critical role in supporting Atlanta Falcons players and their families during their career and beyond through a four-pillar approach: Continuing Education, Financial Literacy, Professional Development, and Personal Development. The fellow will support with game day responsibilities and creating meaningful development opportunities for players, including football relevant onboarding and future career skills.

SPORTS TECHNOLOGY

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The **Sports Technology HBCU Fellow** plays a critical role in managing and securing the organization's technology infrastructure, as well as developing and implementing new solutions to support team and stadium operations. The fellow will work closely with Fan Data and Analytics, Football Systems, Client Services, Cyber Security and Information Security, Audio and Visual Production, and Network and Server Infrastructure.