



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 2025 program will take place **August – November**.
- **Talented students** will participate up to 20 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 3
Application Deadline <small>*Rolling Application Review</small>	February 21 (at 11:59pm)
In-Person Interviews	March 31 - April 7
Decision Notifications	By April 23

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



Presented by **WELLS FARGO**

COMMUNITY ENGAGEMENT THE HOME DEPOT BACKYARD

APPLY NOW

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.

CONTENT PRODUCTION

APPLY NOW

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.

COMMUNITY RELATIONS

APPLY NOW

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.

DIRTY BIRDS NEST

APPLY NOW

The **Dirty Birds Nest 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. The fellow will assist the Live Events & Entertainment Dirty Birds Nest administrative team in creating elevated game day experiences for Falcons superfans. The individual's primary responsibility will be to assist with the planning and execution of member activations, section engagement and loyalty app-related redemptions.

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.

GRAPHIC DESIGN

APPLY NOW

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.



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LIVE EVENTS AND ENTERTAINMENT

APPLY NOW

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.

MARKETING

APPLY NOW

The **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.

PHOTOGRAPHY

APPLY NOW

The **Photography HBCU Fellow** plays a critical role in developing photography to support the Atlanta Falcons. The fellow will be responsible for assisting in day-to-day photography operations, administration, and imaging needs for the Atlanta Falcons. In this position, the candidate will shadow the Photography Team and learn how we shape and organize the visual storytelling of the team as well as maintaining our digital asset library.

STADIUM PRODUCTION

APPLY NOW

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.

SPORTS TECHNOLOGY

APPLY NOW

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.