

# PAL Sales & Community Engagement Internship

(280-Hour Certified Internship Program) | Bloomington Opera Camp™

## Limited Positions Available!

March to May 2025

Are you passionate about the arts, community engagement, and developing real-world sales and marketing skills? Interested to learn how to develop effective sales and community engagement in the Performing Arts while **potentially winning \$5K+ per month?**

The **Performing Arts Laboratory (PAL)** is offering a **280-hour certified internship program** designed to provide hands-on experience in sales, outreach, and program promotion for the Performing Arts and the **Bloomington Opera Camp™ 2025**. This internship is a fantastic opportunity to gain valuable experience in Performing Arts sales, marketing, and community outreach while making a meaningful impact in the community through arts.

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### Why Join Us?

- **Comprehensive Training & Certification:** Gain hands-on experience and professional training in arts marketing, sales, and outreach. Receive an official certification upon completion of 280 hours.
- **Real-World Experience:** Work directly with a leading performing arts organization, developing skills in sales, communications, and community engagement.
- **Flexible Schedule:** Manage your own work hours while meeting weekly goals and deadlines.
- **Performance-Based Financial Benefits:** While this is an **unpaid internship**, interns will receive commissions based on successful enrollments.
- **Professional Development:** Receive mentorship, networking opportunities, and a **letter of recommendation** upon successful completion.

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### Internship Structure & Certification

- **Duration:** 3 months (Less than 20 hours per week - with flexible scheduling to meet 280-hour requirement)
- **Certification:** Interns completing the full program will receive a **Performing Arts Laboratory Sales & Community Engagement Certification**, validating their professional training in marketing, sales, and community outreach for sustainable Performing Arts organizations.
- **Training Modules:**
  - **Arts Sales & Marketing:** Self-paced training on the Performing Arts Industry, the Bloomington Opera Camp™ program, and target audiences.
  - **CRM & Lead Management:** Access to advance business systems applied to the Performing Arts Industry

- **Sales & Communication Strategies:** Access to scripts, templates, and coaching to develop outreach and conversion skills.
- **Community Engagement:** Guidance on effective networking, event participation, and outreach best practices in the Performing Arts.

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### Key Responsibilities (Less than 20 hours per week).

#### *Sales & Customer Outreach:*

- Engage with potential students and families through personalized outreach.
- Provide information about Bloomington Opera Camp™ and guide interested individuals through the registration process.
- Convert leads into successful enrollments.

#### *Marketing & Community Engagement:*

- Conduct 50 cold emails per week to new leads.
- Make 25 cold calls per week to prospective students and parents.
- Send 100 follow-up emails and conduct 50 follow-up calls per week.
- Attend at least **one community event per week** to connect with potential customers.

#### *Reporting & Performance Tracking:*

- Maintain an organized **Sales & Leads Tracker**.
- Provide daily check-ins (via online call) and a **weekly performance review** every Friday.

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### Financial Benefits (Commission-Based Earnings)

While this internship is unpaid, interns will have the opportunity to earn **commission-based compensation** for successful enrollments:

- **Base Commission:** 7% per registration (\$69 per sale).
- **Performance-Based Tiers:**
  - **10 Registrations/Month:** 8% commission (\$792+ monthly).
  - **15 Registrations/Month:** 10% commission (\$1,485+ monthly).
  - **20 Registrations/Month:** 12% commission (\$2,376+ monthly).
  - **30 Registrations/Month:** 14% commission (\$4,158+ monthly).

#### **First-Month Bonus:**

- \$50 bonus for the first completed sale.
- Guaranteed 10% commission for all sales made within the first month.

### Additional Third Parties Incentives

- Indiana University - O'Neill Students can apply for the Wang Fellowship and get up to \$2K from their school for participating in this internship. \*\*Please review with your own school if similar fellowships are available, and from the Performing Arts Laboratory will do whatever is on our hands to help you get similar support from your school.

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### Internship Growth & Recognition

Interns who excel in their role will have the opportunity to receive additional benefits:

- **Get invitation to become a Junior Sales Representative Level:** After two consecutive months with 20+ registrations, interns will receive an invitation to become a Contract-Based Junior Sales Representative, getting access to additional PAL product access, and a letter of recommendation verifying their performance.

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### Ideal Candidate

- Passionate about the arts, education, and community engagement.
- Self-motivated with strong communication and relationship-building skills.
- Organized and goal-driven, capable of managing multiple leads and outreach efforts.
- Comfortable with cold outreach and event-based networking.
- Previous sales or marketing experience is a plus but not required.

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### How to Apply

1. **Submit Your Resume & Cover Letter** to [solutions@performingartslab.com](mailto:solutions@performingartslab.com), explaining your interest in sales, the Bloomington Opera Camp™, and the Performing Arts as a whole.
2. **Complete a Sales & Marketing Assessment** (if selected for the next round).
3. **Attend a One-on-One Interview** to confirm placement.
4. **Begin your certified internship and start gaining real-world experience and money for it!**

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**Join Us and learn with industry leaders how to Bring World-Class Artistic Experiences to Our Community!**

Apply today and be part of something extraordinary. Start your journey toward a **career in arts management, marketing, and community outreach** with the **Performing Arts Laboratory Sales & Community Engagement Internship!**