



## NFLPA Career Development Program x NASCAR

### **Straight Talk Wireless 400 Weekend Experience:**

Players will get an exclusive, behind-the-scenes look at the fast-paced world of NASCAR during the Straight Talk Wireless 400 at Homestead-Miami Speedway. This unique opportunity provides hands-on exposure to key aspects of the sport and its business operations, including communications, social media, and marketing.

Through the NFLPA Career Development Program, NASCAR is offering players the chance to shadow industry professionals, gain valuable insights into motorsports, and experience race-day operations firsthand. Throughout the weekend, participants will attend multiple NASCAR events, including the NASCAR Craftsman Truck Series, NASCAR Xfinity Series, and NASCAR Cup Series races, culminating in the Straight Talk Wireless 400.

Join us for an unforgettable experience at one of NASCAR's premier events in Florida!

### **Communications**

#### **What will I be doing?**

Shadow the communications team as they staff NASCAR executives, drivers and media outlets. From attending press conferences, monitoring the press room and updating racing stats throughout the day see what it takes to manage domestic and international media outlets.

#### **Responsibilities include:**

- Assist in the creation of media pitches, lists and communications plans.
- Duties will include writing race recaps, press releases and news stories. Staffing media events internally and externally, assist in market outreach and basic copy editing.

#### **Skills I need to be successful in this role...**

Major or Area of Study: Communications, Journalism or Public Relations

Courses: Reporting, Writing, Public Relations, and/or Broadcast Journalism

Other Qualifications: AP Style, able to meet deadlines and able to write across all platforms.

Computer skills: Microsoft Office

### **Marketing**

#### **What will I be doing?**

Support the marketing teams by aligning the industry around consistent messaging and marketing themes to support fan engagement and growth across the industry. From at track experiential engagements, hosting influencers or prerace concerts participants will be exposed to a wide range of marketing touchpoints.

#### **Responsibilities include:**

- Track internal and external marketing campaigns,
- Collaborate with team members and communicating effectively with stakeholders.
- Assist with various tasks including event nights, photo collection and pre-race activities.

**Skills I need to be successful in this role...**

Major or Area of Study: Marketing, Advertising, Communications, Sports Marketing or Business

Coursework: Marketing, Advertising, or business.

Other Qualifications: Organized, detail oriented, able to prioritize, multi-task and meet deadlines.

Computer skills: Microsoft Office Suite, Photoshop, or design software

**Social Media:****What I will be doing...**

From TikTok to Facebook, follow along with the social media team as they story tell across multiple platforms to bring

NASCAR to its consumers. Participants will gain experience following the track and NASCAR content teams as they

produce video, photos and copy for the 2025 Straight Talk Wireless 400.

**Responsibilities include:**

- Develop social-first photo and video content.
- Learn key insights into creating content for a sports league or teams.
- Write short blogs, post videos and collaborate with social team across all platforms.

**Skills I need to be successful in this role...**

Major or Area of Study: social media, communications, marketing, journalism

Other Qualifications: Video production and editing

Computer Skills: Adobe creative suite including Photoshop, Premiere, etc.