



Organization: Equestrian Events, Inc.

Event: 2027 Kentucky Three-Day Event (K3DE)

Location: Kentucky Horse Park | Lexington, Kentucky | In-Office

Internship Timeframe: 1/11/2027 – 4/30/2027

Compensation: Unpaid Internship

Pre-Event Commitment: Minimum of six (6) in-office hours per week

Event Week Commitment: Full availability and active participation required April 22-25, 2027

Job Title: Marketing Intern

Job Summary

Equestrian Events, Inc. (EEI), producer of the world-renowned Kentucky Three-Day Event (K3DE), is seeking a Marketing Intern to join our team during the lead-up and execution of the 2027 event.

Beginning January 11, the Marketing Intern will work a minimum of six hours per week in the EEI office at the Kentucky Horse Park, gaining hands-on experience across event marketing, communications, digital media, branding, media relations, fan engagement, and event operations. The intern must also be fully available and working for the entire duration of the Defender Kentucky Three-Day Event, April 22–25, 2027.

This is an unpaid internship designed to provide more than exposure to the event industry. Our goal is for the intern to leave EEI with meaningful, tangible work that demonstrates what they accomplished during their time with the organization. In addition to supporting the day-to-day work of the marketing team, the intern will be given the opportunity to own and lead an individual project from development through execution.

The exact scope of this project will be determined in collaboration with the selected intern and will reflect their desired career path, professional interests, or an area of the industry they are curious to explore. Depending on the individual, this could involve digital marketing, social media, communications, fan engagement, sponsorship activation, event experience, media relations, or another relevant area. The intent is to provide the intern with true ownership of a project and a finished product, campaign, activation, or body of work they can carry forward into their professional career.

Essential Duties & Responsibilities

- Work alongside the EEI marketing team to support planning and execution of marketing initiatives for the 2027 Defender Kentucky Three-Day Event
- Develop, own, and execute an individual internship project aligned with the intern's professional interests and the needs of the event
- Assist with social media content planning, scheduling, publishing, and digital engagement across K3DE channels
- Support media relations and event communications, including media credentialing, materials, requests, interviews, and onsite operations
- Assist with sponsor and event branding initiatives, helping ensure accurate and consistent representation across signage, hospitality areas, digital platforms, activations, and merchandise

- Track and organize marketing, media, sponsor, and content deliverables
- Support fan engagement initiatives and onsite experiences
- Assist with marketing-related logistics, collateral, hospitality, and event preparation
- Collaborate with EEI staff, agency partners, sponsors, vendors, media, volunteers, and other event stakeholders as needed
- Perform additional duties as assigned in support of EEI and the successful execution of K3DE

Pre-Event Responsibilities

From January through event week, the Marketing Intern will become an active member of the planning process and gain exposure to the work required to market and produce an international sporting event.

Responsibilities may include:

- Proofing & Fact-Checking:** Review advertisements, schedules, maps, competitor information, signage, digital content, and other event materials for accuracy prior to publication or production
- Event Program Support:** Assist with the development, proofreading, fact-checking, and production of the official Event Program
- Content Development:** Draft articles, website content, promotional copy, newsletters, and other communications for K3DE and its various audiences
- Email Marketing:** Assist with the creation and distribution of event communications, including Competition, Volunteer, Trade Fair, ticketing, and fan-facing newsletters
- Invitation & Event Communications:** Support the creation and distribution of invitations and communications for receptions, hospitality functions, and other special events
- App Content & Notifications:** Assist with building and reviewing the event schedule within the K3DE app and drafting push notifications and other in-app communications
- Media Coordination:** Assist with media credentialing, interview coordination, media materials, talking points, golf cart assignments, and ticket or credential packets
- Marketing Logistics:** Assist with organization and preparation of signage, collateral, promotional materials, fan engagement elements, and other event assets
- Internship Project:** Develop and prepare the intern-led project for implementation, presentation, or activation, depending on the agreed-upon scope

Event Week Responsibilities

Full availability and active participation are required April 22–25, 2027. Event week involves long days, changing priorities, significant time outdoors, and a fast-paced working environment. The Marketing Intern should expect to be an active member of the onsite marketing team throughout the event.

Responsibilities may include:

- Media Operations:** Support the onsite Media Center, media requests, credentialing, interview coordination, photographer/videographer needs, and other media operations
- Program & Publication Distribution:** Help ensure official Event Programs and partner publications are stocked at designated locations throughout the venue

- Media Monitoring:** Track event coverage, capture relevant media mentions, and organize materials for post-event reporting
- Sponsor Visibility:** Document sponsor signage, branding, activations, and logo placement throughout the venue for fulfillment and recap reporting
- App Monitoring & Notifications:** Monitor event app content, flag issues, and assist with real-time push notifications and updates
- Social Media & Digital Support:** Assist the marketing team and agency partners with content coordination, scheduling, publishing, and digital engagement
- Performance Tracking:** Assist with monitoring social media, digital, and app performance to identify opportunities for real-time adjustments
- Fan Activations & Onsite Experiences:** Support interactive experiences, promotional activations, and other fan-facing initiatives
- Internship Project:** Execute, manage, document, or evaluate the intern-led project as applicable to its scope

Qualifications & Skills

- Currently enrolled in or recently graduated from a marketing, communications, public relations, advertising, journalism, business, event management, or related program
- Strong written and verbal communication skills
- Familiarity with major social media platforms, including Instagram, Facebook, TikTok, YouTube, and other relevant digital channels
- Organized, detail-oriented, and able to manage multiple assignments and deadlines
- Comfortable taking ownership of a project and seeing it through from concept to completion
- Curious and eager to explore a specific area of marketing, communications, media, or event production in greater depth
- Able to work independently while also collaborating effectively as part of a team
- Professional and comfortable interacting with sponsors, media, vendors, competitors, volunteers, and event attendees
- Flexible and able to adapt quickly as priorities change
- Able to work long hours in a fast-paced environment during event week
- Physically able to lift and carry up to 50 lbs., navigate the Kentucky Horse Park grounds, and work indoors and outdoors in varying weather conditions
- Passion for equestrian sport is a plus but is not required

Time Commitment & Availability

Candidates should carefully consider the required time commitment before applying.

The selected Marketing Intern must be able to:

- Begin working in the EEI office the week of **January 11, 2027**
- Commit to a minimum of six in-office hours per week from January 11 through the start of event week
- Work onsite at the EEI office located at the Kentucky Horse Park

·Be **fully available and working throughout the entire Defender Kentucky Three-Day Event, April 22–25, 2027**

·Accommodate extended hours and a variable schedule during event week based on the needs of the event

What You'll Take Away

The 2027 Marketing Internship is intended to give one individual the opportunity to become meaningfully involved in the marketing and execution of one of the world's premier equestrian sporting events.

Rather than simply observing the process, the Marketing Intern will contribute directly to the work of the EEI marketing team, experience the transition from months of planning to live event execution, and gain exposure to the many disciplines required to market a major international event.

Most importantly, the goal is for the intern to finish the experience with something tangible to show for it. Through an individually tailored project, the intern will have the opportunity to take ownership of an idea, apply their skills and interests, and develop a finished piece of work that can become part of their portfolio and serve as a meaningful example of their professional experience.

To Apply

Interested candidates should visit kentuckythreedayevent.com/careers and complete the submission form under "Marketing Intern."