42 Sancroft Road

BN20 8HB

East Sussex

Eastbourne

The Walt Disney Company

3 Queen Caroline Street

W6 9PE

Hammersmith

London

Date:

Dear Hiring Manager,

I am writing to apply for the Disney and ESPN advertisement Internship at Walt Disney London. I am currently in my second year studying Business Management with Marketing at the University of Birmingham. ESPN core values~~: Care and respect, diversity, teamwork, creativity, integrity, and the pursuit of new ideas. These values~~ foster an environment where innovated ideas from many different backgrounds are encouraged, and perspectives around the world are celebrated. Both of which I believe are essential for a business to be successful and strive.

I am particular excited about the opportunity to intern with ESPN because of its commitment to providing high quality, impactful sport content that connects with customers around the world to delivering the ultimate sporting experience, this deeply aligns with my passion for creating impactful and engaging content. I am excited by the prospect of contributing to and learning from a team that constantly pushes boundaries in sports media.

One of ESPN’s notable campaigns, “There’s No Place Like Sports,” highlights the ability of sports to unite communities by sharing powerful athlete stories, on and off the field.

This shows the impact that sport can have in fostering connections across cultures and backgrounds, aligning with my own passion for creating content that engages and resonates with a large audience. ESPN’s dedication to impactful storytelling strongly appeals to me, as I believe in the ability of narratives to inspire and create meaningful change. The way ESPN highlights the human side of sports, capturing the story of different athletes. This approach not only shines a light on athletes journey but also helps viewers connect with these stories on a personal level, showcasing that sport can unite us all together.

With a solid background in Business Management and Marketing, combined with practical experiences in social media management, uniquely positions me for this internship. I have always had a passion for sport, which fuels my enthusiasm for the industry. My diverse experience in both sports and business have equipped me with the skills and attributes that align well with ESPN’s expectations for this internship. My strong curiosity in Media, combined with my educational background, allows me to think strategically about advertisement and partnership deals. My roles in various team setting, particular managing both social football society and First team hockey, have honed my ability to build relationships and communicate effectively across diversity groups.

To be part of a company that drives meaningful change in sport media is truly inspiring, and I believe that the dynamic environment at ESPN will foster my creativity and enthusiasm, allowing me to use my experience to contribute meaningfully to the team.

Thank you for your consideration and I look forward to hearing from you.

Yours Faithfully,

Joshua Swanepoel