

BRAMPTON STEELHEADS

HOCKEY CLUB



Company: Brampton Steelheads Hockey Club

Job Title: Intern, Partnership Sales & Development

Start Date & End Date : May 2026 - August 2026

Term: 4 months

Location: CAA Centre – 7575 Kennedy Rd S, Brampton, ON L6W 4T2

Contact: Gabriel Minichiello (Manager of Brand Partnerships & Business Development)

Email: gminichiello@bramptonsteelheads.com

Website: www.mississaugasteelheads.com

Brampton Steelheads Company Description:

The Brampton Steelheads are a community-driven organization committed to delivering a competitive, fun, and family-oriented on-ice product in a positive environment where staff, players, partners, and fans are treated with respect. Competing in the Eastern Conference of the Ontario Hockey League, the Steelheads play out of the CAA Centre and proudly represent Brampton and the Greater Toronto Area.

Job Description:

The Brampton Steelheads are seeking a motivated and driven Ticket Sales & Partnerships Intern who is passionate about sports and eager to gain hands-on experience in the business side of the industry. As a member of the Steelheads organization, you will play an active role in day-to-day business operations, supporting revenue generation through ticket sales and corporate partnership development. This is a sales-focused role that provides direct exposure to prospecting, pitching, proposal development, and relationship management. Responsibilities will include lead generation, cold and warm outreach, selling individual and group ticket packages, assisting with sponsorship development, and supporting database growth initiatives.

This is an internship completed for post-secondary course credit or sports experience requirements. A commission structure will be offered upon acceptance of the internship offer.

Key Responsibilities:

- Assist in identifying and prospecting new partnership opportunities within the Brampton and Peel Region business community
- Conduct cold calling, warm calling, and cold emailing outreach to generate qualified leads
- Support the creation of customized partnership proposals and pitch decks, including branding, in-game activations, digital assets, and community initiatives (using Canva)
- Maintain and manage sales trackers, databases, and outreach logs using Google Sheets and related tools
- Assist in executing ticket sales initiatives including group outings, flex packs, and corporate hospitality packages
- Research potential sponsors and community partners to support business development efforts
- Support partnership fulfillment and activation planning as needed
- Assist with marketing, promotional, and community-based events

Position Requirements:

- Available Monday to Friday, with availability for occasional weekend events
- Confident and comfortable with cold calling, cold emailing, and pitching to prospective partners
- Strong verbal and written communication skills
- Highly organized with strong attention to detail
- Demonstrated professionalism, work ethic, and integrity
- Ability to work independently while contributing within a team environment
- Strong time management and proactive problem-solving skills
- Proficiency in Google Workspace including Sheets, Docs, and Gmail
- Experience with Canva or presentation-building tools is considered a strong asset
- Internship follows a hybrid in-office structure with regular in-person collaboration

Please submit your resume and cover letter to gminichiello@bramptonsteelheads.com and mjaja@bramptonsteelheads.com by 11:59 PM on March 8, 2026.

*PLEASE NOTE THAT WE ARE FOLLOWING A HYBRID WORK MODEL, WHICH INCORPORATES A MIXTURE OF IN-OFFICE AND REMOTE WORK.