

BRAMPTON STEELHEADS

HOCKEY CLUB



Company: Brampton Steelheads Hockey Club

Job Title: Ticket Sales and Partnerships Intern

Start Date & End Date : May 2026 - August 2026

Term: 4 months

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

Contact: Michael Imperiale (Coordinator, Brand Partnerships & Minor Hockey Programs)

Email: mimperiale@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:

We are currently seeking individuals who are passionate about sports and are actively looking to gain experience in the industry. As a part of the Steelheads team, you will be involved in the day-to-day business operation of the organization, assisting with the revenue generation through new sales and sponsorship opportunities. This would encompass warm and cold calling, lead generation, selling of individual/group tickets and flex-packs, growing our database, and other duties as required.

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.

Job Duties:

- Assist in lead generation and outbound outreach, including cold calling, warm calling, and cold emailing to establish new business relationships
- Support the identification and development of new partnership opportunities with local businesses and community organizations
- Assist in executing ticket sales strategies, including group sales, flex packs, and season ticket initiatives
- Contribute to the development of customized partnership proposals incorporating branding, in-game activations, digital assets, and community engagement components
- Maintain and update sales trackers, prospect lists, and databases
- Support marketing, promotional, and community initiatives through event planning and execution
- Assist with game-day operations related to ticket sales and partnership activations

Position Requirements:

- Must be completing an internship as part of a post-secondary program requirement
- Available Monday to Friday, with availability for all home games on evenings and weekends
- Strong attention to detail and ability to stay organized in a fast-paced environment
- Demonstrated integrity, professionalism, and strong work ethic
- Excellent verbal and written communication skills
- Confidence and comfort with cold calling and cold emailing
- Ability to work both independently and collaboratively within a team environment
- Strong problem-solving skills with a proactive mindset
- Exceptional time management and organizational skills
- Proficiency in Google Workspace including Sheets, Docs, and Gmail
- Hybrid in-office structure with regular in-person collaboration required

Please submit your resume and cover letter to eferron@bramptonsteelheads.com and mimperiale@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.