

BRAMPTON STEELHEADS

HOCKEY CLUB



Company: Brampton Steelheads Hockey Club

Job Title: Game Day Activation Crew

Term: 2026/27 Season

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

Contact: Gabriel Minichiello (Senior Manager, Corporate Partnerships & Business Development)

Email: gminichiello@bramptonsteelheads.com

Website: www.bramptonsteelheads.com

Brampton Steelheads Company Description:

The Brampton Steelheads are a community driven organization, committed to producing a competitive, fun, entertaining, and family oriented on-ice product in a positive environment where staff, players, partners and fans are treated with profound respect. Playing in the Eastern Conference of the Ontario Hockey League, the Steelheads are a junior hockey team that plays out of the CAA Centre, formerly known as the Hershey Centre

Job Description:

As a member of the Game Day Activation Crew, you will be on the front line of creating an unforgettable fan experience at Steelheads home games. Working under the direction of the Steelheads business office staff & interns, you will assist in delivering exciting in-game promotions, contests, and partner activations that engage our fans and showcase our sponsors. **This is a volunteer based position.**

Job Duties:

- Greet fans and create a welcoming, energetic atmosphere throughout the arena
- Assist with the setup and execution of concourse activations and on-site sponsor promotions
- Distribute promotional items, game day programs, and contest materials at entrances
- Assist with in-game promotions, contests, and fan engagement activities
- Help manage prize redemption and contest winners
- Provide information and assistance to fans regarding promotions, seating, or arena services
- Work closely with the Partnerships Team to ensure activations run smoothly and deliver value to sponsors
- Assist with teardown of activations and promotional setups post-game
- Manage Steelheads mascots on game day ensuring commitments are met
- Lead and initiate fan chants to boost energy in the arena and create a fun, engaging atmosphere for all attendees
- Gather proof of performance photos and videos of on-site activations
- Other duties as assigned to enhance the overall game day experience

What we're looking for:

- Outgoing personality with excellent customer service and communication skills
- Passion for sports, entertainment, and creating memorable fan experiences
- Ability to work in a fast-paced, high-energy environment
- Comfortable engaging with large crowds and speaking to fans of all ages
- A team player with a positive attitude and strong work ethic
- Previous experience in promotions, marketing, or live events is an asset (but not required)
- Available to work multiple Steelheads home games (approx. 5-6 hours per game)
- Ability to lift 50+ lbs and work on feet for prolonged periods
- Able to arrive 1.5 hours prior to puck drop for setup

PLEASE NOTE THAT THIS IS A VOLUNTEER BASED POSITION

SUBMIT APPLICATION TO gminichiello@bramptonsteelheads.com and cc eferron@bramptonsteelheads.com BY September 6th 2026