

# BRAMPTON STEELHEADS

## HOCKEY CLUB



**Company:** Brampton Steelheads Hockey Club

**Job Title:** Sales & Game Day Operations Internship

**Start Date & End Date :** January 4, 2027 - March 19, 2027

**Term:** 4 months

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

**Contact:** Evan Ferron (Manager, Brand Partnerships & Minor Hockey Programs)

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### **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:**

We are currently seeking individuals who are passionate about sports and eager to gain hands-on experience in the industry. As a member of the Steelheads team, you will be involved in the day-to-day business operations of the organization, supporting ticket sales, fan engagement, sponsorship initiatives, and game day operations. Responsibilities will include lead generation, warm and cold outreach, selling individual and group ticket packages, assisting with database growth, supporting game day execution, and contributing to various business initiatives as required. **This is an unpaid internship** completed for academic credit and provides valuable experience within a fast-paced sports organization.

### **Job Duties:**

- Assist in executing ticket sales initiatives leading up to and throughout the 2026-27 OHL season, including season tickets, flex packs, and group outings
- Assist in developing and maintaining relationships with local businesses, community organizations, and prospective partners
- Support lead generation efforts and database growth initiatives
- Assist with marketing campaigns, promotional activities, and community events as required
- Assist in the creation of sales presentations and partnership proposals
- Support the sales team in pitching partnership opportunities to prospective clients
- Assist in the planning and execution of Brampton Steelheads game day operations

### **Position Requirements:**

- Candidates must be completing the internship as a requirement of a post-secondary academic program
- Available Monday through Friday, as well as for Brampton Steelheads home games
- Strong attention to detail and organizational skills
- Demonstrated commitment to professionalism, integrity, and hard work
- Excellent verbal and written communication skills
- Ability to work effectively both independently and within a team environment
- Strong problem-solving skills and a proactive attitude
- Confidence communicating with prospective customers and partners through phone and email outreach
- Working knowledge of Microsoft Word, Excel, Outlook, and PowerPoint
- Ability to work in a hybrid office environment
- Expected to attend all Brampton Steelheads home games
- This is an unpaid internship completed for academic credit

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

**SUBMIT APPLICATION TO** [eferron@bramptonsteelheads.com](mailto:eferron@bramptonsteelheads.com) & [mimperiale@bramptonsteelheads.com](mailto:mimperiale@bramptonsteelheads.com) **BY OCTOBER 23RD 2026**