



Sarnia Sting Hockey Club
1455 London Road
Sarnia, ON
N7S 6K7

JOB TITLE	Corporate Activations Lead - Game Day Intern (Volunteer)
REPORTS TO	Manager, Corporate Partnerships

JOB PURPOSE

The Corporate Partnerships Intern plays a key role in bringing sponsor relationships to life through creative activations, strategic support, and unforgettable fan experiences. This position is ideal for a detail-oriented, relationship-driven individual with a passion for sports marketing, brand collaboration, and event execution.

Working closely with the Vice President, Business Operations, the intern will help deliver impactful sponsor campaigns, from game-day promotions and VIP events to digital content and community outreach. This role offers hands-on experience in partnership strategy, creative development, and client servicing, providing a behind-the-scenes look at how sponsorships drive engagement and elevate the Sting brand.

DUTIES AND RESPONSIBILITIES

- Sponsorship Activations: Assist in the planning and execution of sponsor activations, ensuring all contractual obligations are met.
- Coordinate logistics for sponsor events and game-day promotions.
- Relationship Management: Support the Corporate Sponsorship Manager in maintaining relationships with existing sponsors. Assist in the creation of communication materials and regular updates for sponsors.
- Obtain quality and creative proof of performance of sponsored assets for all clients.
- Event Coordination: Assist in the coordination and execution of special events, including VIP experiences, and community outreach programs. Ensure all events are aligned with sponsor objectives and brand guidelines.
- Attend all home games for the duration of their internship.
- Perform other duties and opportunities as assigned to support the team's corporate sales and operations efforts.

QUALIFICATIONS

- Previous experience in the Sarnia Sting Game Day Intern Program or similar sports/event experience is strongly preferred.
- Familiarity with current trends, especially in the sports and entertainment space.
- Ability to work in a fast-paced, live-event environment with strong attention to detail.
- Comfortable working evenings, weekends, and holidays during Sting home games.
- Passion for hockey, customer service, and fan experience.
- Creative, dependable, and collaborative with strong communication skills.

WORKING CONDITIONS

This position requires regular evening and weekend work, as dictated by the Sarnia Sting home calendar for the season. The internship program is an excellent way to fulfill volunteer hours and gain first-hand experience in the sport industry.

TO APPLY

To apply, please email your resume and a cover letter (both in PDF format) to vgotelaer@sarniasting.com or apply to [2026-27 Internship Program Application Form](#). Be sure to highlight your relevant experience and why you're a great fit for the role. Applications are due by September 4th.

The Sarnia Sting Hockey Club is an equal opportunity employer. All aspects of employment, including the decision to hire, promote, discipline, or discharge, will be based on merit, competence, performance, and business needs. We do not discriminate based on race, colour, religion, marital status, age, national origin, ancestry, physical or mental disability, medical condition, pregnancy, genetic information, gender, sexual orientation, gender identity or expression, veteran status, or any other status protected under law.
