



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

JOB TITLE	Promo Lead - Game Day Intern (Volunteer)
REPORTS TO	Coordinator, Marketing & Game Presentation

JOB PURPOSE

The Promotions Lead is responsible for supporting the planning and execution of game-day promotions and fan engagement initiatives that create an exciting and memorable experience for Sarnia Sting fans. Reporting to the Coordinator, Marketing & Game Presentation and working alongside the Floor Director, this position oversees the Promotions Team and ensures all promotional activities, contests, sponsorship activations, and fan interactions are delivered professionally and efficiently.

The Promotions Lead serves as a game-day leader by coordinating staff, managing promotional logistics, ensuring prizes and giveaways are distributed accurately, and maintaining seamless communication between the Promotions Team and Game Presentation staff. This role requires exceptional organizational skills, strong leadership, and a passion for delivering outstanding live sports entertainment. The ideal candidate thrives in a fast-paced environment, leads by example, and is committed to creating a first-class fan experience while upholding the professionalism and values of the Sarnia Sting organization.

DUTIES AND RESPONSIBILITIES

- Report directly to the Coordinator, Marketing & Game Presentation and work closely with the Floor Director to execute all game day entertainment and fan engagement initiatives
- Lead and supervise the Sarnia Sting Promotional Team, providing direction, support, and motivation to ensure a high energy, fan first experience throughout every home game.
- Assist in the coordination and execution of in-game promotions, contests, sponsorship activations and fan engagement initiatives.
- Collaborate with the Floor Director to ensure all promotional prizes, giveaways and contest items have been accurately distributed and successfully received by winning fans.
- Assist in the communication of game-day responsibilities to team members, ensuring all promotional activities are completed safely, professionally and on schedule.
- Serve as the primary game-day contact from the Promotions Team, communicating updates, and operational needs throughout the game.
- Assist the Coordinator, Marketing & Game Presentation and Floor Director with game-day setup, preparation of promotional materials, and giveaway items prior to doors opening.
- Maintain a positive, enthusiastic, and professional presence while representing the Sarnia Sting and delivering exceptional customer service to fans, sponsors, and community partners.
- Provide post-game feedback and identify opportunities to improve promotional execution, fan engagement, and game presentation experiences.

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 myoung@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.
