



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

JOB TITLE	Promotions Team (Volunteer)
REPORTS TO	Coordinator, Marketing and Game Presentation

JOB PURPOSE

The Sarnia Sting are looking for outgoing, energetic and passionate individuals to join our 2026/2027 Promotions Team. As a Promotions Team Member, you will play a key role in creating an unforgettable fan experience at Sarnia Sting home games and events. As a Promotions Team Member, you will gain hands on experience in live event operations, sports marketing, in game promotions, fan engagement and entertainment while working alongside an enthusiastic team dedicated to creating an unforgettable game day experience. If you thrive in a fast-paced environment, love interacting with people, and enjoy being a part of live sports and entertainment, we'd love to hear from you!

DUTIES AND RESPONSIBILITIES

- Assist with the set up and teardown of game day promotion activations and fan engagement areas
- Engage with fans before, during, and after Sarnia Sting home games
- Execute in game promotions, contests, giveaways, and on ice activations
- Distribute promotional materials, prizes and sponsor giveaways
- Assist and support with sponsor activations and ensure promotional elements are being executed in a professional manner
- Help maintain a fun, safe and welcoming environment for all Sarnia Sting fans
- Work collaboratively with Coordinator, Marketing and Game Presentation and Operations team to ensure a seamless event experience

QUALIFICATIONS

- Positive, enthusiastic and outgoing personality
- Comfortable speaking with fans and in front of large crowds
- Excellent communication and customer service skills
- Able to work on your feet for 3-5 hours at a time and lift up to 25 pounds
- Reliable, punctual and able to work all or a minimum of 80% of Sarnia Sting home games
- Previous experience in event promotion, sport marketing, dance / drama, entertainment, and customer service is an asset but not required.

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@sarniastinging.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 11th.

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.
