

Manager, Corporate Partnerships

Canadian Elite Basketball League (CEBL)

Location: Hybrid – Stoney Creek, ON | Reports to: Director, Partnerships

About the CEBL

The Canadian Elite Basketball League is Canada's professional men's basketball league, home to 10 unique franchises across the country. Powered by elite Canadian talent, a fast-paced game format, and deep community connections, the CEBL delivers high-level basketball and unforgettable summer experiences for fans nationwide.

The CEBL boasts some of the youngest fan bases in Canadian professional sport, with over half under the age of 34, and one of the fastest-growing audiences in the country, now reaching nearly 4.1 million Canadians. This momentum reflects the CEBL's ability to deliver dynamic, thrilling gameplay while connecting deeply with a new generation of fans and basketball's expanding cultural footprint across Canada.

About the Role

The Manager, Corporate Partnerships will drive new business development and manage a portfolio of existing partner relationships, contributing directly to the CEBL's national partnership revenue targets. This role is ideal for a sales-driven, relationship-first, dynamic professional looking to grow within a fast-paced, entrepreneurial sports property.

Key Responsibilities

- Identify, prospect, and close new corporate partnership opportunities aligned with league and team assets
- Develop and manage a robust year-round sales pipeline, qualifying leads, and converting meaningful relationships into multi-year national partnerships
- Manage a book of existing partner accounts, ensuring retention, strategic impact, and y-o-y upsell/renewal growth
- Build and present compelling league storytelling, value propositions, partnership proposals, and custom activation plans tailored to partner business goals, campaigns, and strategies
- Understand and leverage a diverse sponsorship asset mix that includes broadcast, in-arena, social media, digital, and activation opportunities across league and team channels
- Lead commercial negotiations and manage the development of compelling proposals and pitch materials, exercising sound judgment around investment, inventory, exclusivity, rights, pricing, and partner requirements to maximize value and achieve KPIs
- Collaborate cross-functionally with internal departments and CEBL teams to successfully execute partnership campaigns and deliverables
- Support pricing strategy and inventory management in coordination with the Director, Corporate Partnerships
- Represent the CEBL at league and team events, industry conferences, and partner activations as required
- Maintain accurate pipeline and reporting accountability in CRM and to upper leadership.

Qualifications

- 3–5 years of experience in partnership/sponsorship sales, partnership marketing, ideally within the professional sports industry
- Proven track record of prospecting, growing, and closing new business
- Strong commercial mindset and understanding of strategic sports sponsorship sales; experience with emerging/startup sports property considered an asset

- Self-motivated and entrepreneurial, with the ability to take ownership, exercise initiative, work autonomously, and contribute positively to a collaborative team environment.
- Strong presentation, negotiation, and relationship-management skills with leaders at various levels
- Strong analytical and project management skills for cross-functional support across the partnerships department
- Ability to work evenings, weekends, and travel for league/team events as needed
- Post-secondary education in Sport Management, Business, or related field considered an asset
- Proficiency in Google Workspace, Microsoft Office, CRM and project management platforms, and AI tools such as ChatGPT or Gemini is an asset.

What We Offer

- Flexible working location/hybrid model
- Opportunity to contribute significantly to a growing team and shape revenue growth at one of Canada's fastest-growing sports properties.
- Collaborative, high-performance culture across a national league office and 10 franchises.

How to Apply?

- Submit your resume and cover letter to info@cebl.ca with the subject line “Manager, Corporate Partnerships.” We thank all applicants for their interest; only those selected for interviews will be contacted.