



Partnership Marketing Internship - CEBL

Position: Partnership Marketing Intern
Reports To: Partnerships Marketing Manager
Location: Hybrid, Remote/CEBL Office (Stoney Creek)
Job Type: Full-time internship (May-August)
Compensation: Honorarium upon completion of internship

Please note that this internship opportunity is for academic credit only

About the Canadian Elite Basketball League (CEBL)

The Canadian Elite Basketball League (CEBL) is Canada's professional basketball league, with 10 member clubs across six provinces. Blending global innovation with local connection, the league is redefining how the game is played and experienced while rooting its teams deeply in communities coast to coast. With a fan base of 4.1 million Canadians – up 57 per cent since 2022 – the CEBL has cultivated Canada's youngest basketball audience, with more than half of its fans aged 34 or younger. Its rapid growth reflects its ability to connect authentically with a new generation of basketball fans while expanding the sport's cultural footprint nationwide.

In 2025, the CEBL featured 17 players with NBA experience, and nearly 70 per cent of its athletes were Canadian – the highest proportion of domestic talent in any professional sports league in the country. To date, nearly 40 players have signed NBA contracts following CEBL seasons, which run from May through August. Visit [CEBL.ca](https://www.cebl.ca) or follow @cebleague on social media.

Position Overview

The Partnership Marketing Intern will support the CEBL's national partnerships team in delivering exceptional value to league partners through data-driven insights and creative marketing activations. This role provides hands-on experience in sports marketing, sponsorship activation, data analysis, and campaign reporting within Canada's premier professional basketball league.

Key Responsibilities

- Assist in activating national partnership campaigns and delivering marketing solutions that meet partner objectives.
- Collect, organize, and analyze campaign data to support reporting and evaluate partnership performance.
- Collaborate with the CEBL content and digital teams to create engaging partner-related assets.
- Support administrative tasks including partnership tracking, reporting, and asset management.
- Liaise with suppliers, venues, and CEBL teams to facilitate marketing programs.
- Assist in managing partner deliverables such as hospitality, ticketing, merchandise, and event activation logistics.
- Contribute to postseason partner reports and presentations summarizing campaign outcomes and key metrics.
- Perform additional duties as assigned.



Qualifications

- Currently enrolled in a Sport Management, Business, Marketing, or related academic program that includes an internship credit component.
- Strong analytical, organizational, and communication skills.
- Proficient in Microsoft 365 and digital collaboration tools; familiarity with CRM platforms (e.g., HubSpot, Salesforce) considered an asset.
- Ability to work under tight deadlines in a fast-paced environment.
- Detail-oriented, creative thinker with a passion for sports marketing.
- Valid driver's license preferred.

Availability

- Monday – Friday, 9:00 AM – 5:00 PM
- Some evening and weekend availability may be required
- Internship Term: May- August 2026

Application Details

Interested candidates are invited to submit their application to **Shelby Vilneff** at svilneff@cebl.ca with the subject line: **“Partnership Marketing Intern”**

Application Deadline: March 27, 2026

The CEBL is proud to be an equal opportunity employer, committed to creating an inclusive, equitable, and accessible workplace where every team member feels valued and empowered to reach their full potential.

We thank all applicants for their interest; however, only those selected for an interview will be contacted.